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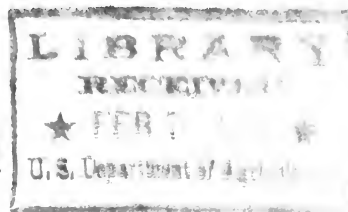
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261

BILL'S BLUE BOOK

of

GLADIOLUS
BILL'S BULBS BLOOM BEST
GLADIOLUS
Trade Mark



Peonies, Iris, Flower and Vegetable Seeds

A Show
Winner



Spring
1930

BETTY JOY—"The Glad with the School Girl Complexion"

Soft creamy white, flushed LaFrance pink. Strong grower, long flower spikes, with 6 to 10 perfect flowers opening at a time. Rated 97 per cent as a commercial flower by Gersdorff. Many of the best judges say this is the finest introduction of our entire list. Each, 25c; 3 for 65c; doz., \$2.50.

BILL'S GLAD FARMS, Inc.
Canandaigua, N. Y.

GLADIOLUS BILL'S BULBS BLOOM BEST GLADIOLUS

Trade Mark

Our Trade Mark is Your Protection

HOW TO ORDER BY MAIL

Please use the Order Sheet in center of catalog. Write your name and complete address plainly. This publication cancels all previous prices, terms, or discounts.

ORDER EARLY

Orders are booked in rotation as received. If a variety ordered is sold out we will substitute another variety of equal or higher value, or return the amount to you. Please indicate by "yes" or "no" on order sheet in proper space, whether we may make substitution. Our stock of some varieties is limited, and the first orders will get them.

TERMS

Remittance must accompany all orders, as prices are based on cash with order. All bulbs ordered from this catalog sent prepaid to all points in United States and Canada. No charge for packing. Transportation extra to foreign countries.

CANADIAN CUSTOMERS

All Canadian customers must apply to "Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, Ontario," for a permit to import bulbs.

TRADE DISCOUNTS

Special lists will be sent to commercial growers, florists and nurserymen when application is made on printed stationery or business card enclosed.

GUARANTEE

We guarantee all stock to be true to name and to be vigorous, flowering size. We cannot guarantee results, as the condition under which they are planted is a matter beyond our control. However, full cultural directions will be included with every shipment.

TIME OF SHIPMENT

We begin to make shipments about March 1st, or as soon after as weather permits.

OUR LOCATION

Our location is just east of Canandaigua, on the main highway from Buffalo, through Canandaigua to Geneva, Auburn, Syracuse and New York City. Thousands of tourists stop to view our plantings.

The Latch String hangs clear out into the middle of the road, and it will be our pleasure to make your acquaintance and show you what is now growing in an old Indian Garden.

BANK REFERENCE

If you should care to do so, we invite you to refer to: The Canandaigua National Bank, or Ontario County Trust Co., both of Canandaigua, N. Y.

WM. H. PURPLE, President

FRED R. PURPLE, Treasurer

Make All Checks and Money Orders Payable to

BILL'S GLAD FARMS, Inc.

GLADIOLUS BILL, Manager

Canandaigua, New York

BILL'S BEST BARGAIN

12 EXTRA FINE GLADS \$1.00

including BETTY JOY. See Front Cover.

Postpaid Anywhere in U.S.A. \$ 1.00 Three Sets (36 Bulbs) \$2.75
 Twelve Sets (144 Bulbs) \$10.00

Price Each	Price Each	Price Each
BETTY JOY \$.25	LUCETTE \$.05	OPALESCENT \$.10
BREAK O' DAY20	MARY PICKFORD10	PICCADILLY. .20
CRIMSON GLOW .10	MAUVE BELLE20	PRIORITY10
HALCYON20	MRS. F. PENDLETON. .10	ROMANCE10

TOTAL VALUE \$1.70

One Each of Above 12 Labeled and Packed in Neat Box

SPECIAL PRICE \$1.00

Complete Descriptive and Illustrated
Gladiolus Catalog
for 1930

CONTENTS

	<i>Page</i>
How to Order.....	Front Cover
Bill's Best Bargain.....	Front Cover
Break O' Day.....	2
Greetings.....	3
Recent and Rare Introductions.....	4-5-6
Medium Price "Glads".....	7-8
Combination Offers.....	9
Five and Ten Cent Classes.....	11
Fifteen Cent Class.....	12
Twenty to Thirty Cent Classes.....	13
Iris.....	14
Glorious Mixed "Glads".....	15
Flower Seeds.....	19-20-21
Vegetable Seeds.....	22-23
Peonies.....	24
Medium Price Glads.....	25-29
Index and Price List.....	30-31
Cultural Directions.....	Back Cover

*Why am I happy? I can't help but be,
 In the midst of this ocean of Gladness;
 That blots out the memories of heart-ache and sadness;
 I would that more knew what it means to me.*

*Watching and hoping, to wait day by day,
 For the old friends whose faces we know;
 And the new ones, each with its own splendor and glow,
 Our faith and our work to repay.*

*How can I be happy when others are sad?
 I'm doing my bit to make the world brighter,
 Banishing cares, making burdens seem lighter,
 Through spreading the message, "Grow Glads and Be Glad."*

—Leo E. Miller



BREAK O' DAY

BREAK O' DAY This variety is now recognized as one of the outstanding recent productions. It combines delicate coloring, graceful stems, large size, earliness, vigor and good keeping qualities. Massive spikes, with several flowers open at a time. Blooming extra early, its soft LaFrance pink flowers will always be marketable at high price. The pink is flushed over a cream ground and the shade is deeper at tips of petals. There is a zone of martius yellow on lower petals, with delicate central lines of Brazil red. The most striking extra early variety ever produced. Each, 20c; 3 for 50c; doz. \$2.00.



GREETINGS 1930

First thing I want to do here is express our appreciation for the handsome orders you sent us last spring. It just about cleaned out all our blooming size bulbs. To make sure we would have enough this Spring we planted 12 acres more than the year previous. So we now have the crop from 40 acres to offer you.

I must tell you about what happened. Along about show time (and say, folks, that was a whale of a show in Springfield) I was mighty blue. So pesky dry there was not a decent flower in our whole planting. Had a notion to "put up the bars" and not let a visitor in the place. I thought sure there would be no bulb crop but shortly after Labor Day, the rain came. Our small stock was harvested in September and after October 10th I began to take a peek at the flowering bulbs. Never was so surprised at the growth they had made. In size they were fully up to standard and clean and bright.

With good harvesting weather, we now have the finest crop in our entire experience. A good crop of bulbs can be ruined by a lack of curing and storage facilities, and we feel that the storehouse shown on page 32 is nearly worth its weight in gold. Chemical treatment of bulbs is not worth half as much as good storage facilities. Ask any pathologist if you doubt it.

You fellows and girls are funny. Last spring we listed large, medium and small size bulbs. Nearly all of you ordered the large size, and scarcely any small sizes. Last October we issued a Fall list and you order mostly medium size bulbs, with a good quantity of small size. You will find all sizes listed in the index on Pages 30 and 31. In the descriptive pages, all prices cover flowering size $1\frac{1}{4}$ " and up. I still maintain that it is poor policy for you to buy bulblets (I call them Cormels) and it is poor policy for us to sell them to you except in rare cases. It is so easy to get them mixed that we cannot guarantee them true to name, and you will not know for 2 years. Better buy small size bulbs and see a few flowers the first year. Amateurs who expect good flowers should buy full size or half size bulbs.

Two years ago we began listing a few Peonies and Iris. We are adding to those plantings in an effort to keep up with your demand for them.

This year we have a new department devoted to Flower and Vegetable Seeds. My wife plants a host of seeds in her gardens that I call junk. Whole pages in catalogs tell how fine they are. Take it from me, the junk is not listed in our seed pages. We list only the best varieties of flowers and vegetables that are recognized as desirable.

If you are looking for a particular "Glad" consult the index, page 31, to locate page where it is described. You will find the newer introductions on pages 4 to 6. A General List beginning on page 7. In the center on India paper the cheaper varieties are classified according to price. Table of Contents, page 1, will tell you where to locate everything in the book.

A place is provided on our order sheet for you to answer "no" if you do not want us to make substitutions. We do not substitute as long as we have what you order, but after a variety is exhausted we put in a similar one of equal or greater value unless you say "no." The substitute will be correctly labeled.

You will find a number of combination offers in this catalog. You will note each offer makes you a saving in price. Please don't ask us to make changes in these offers. It makes extra work in entering and packing your order.

Will you please give us the names of your friends who have gardens? We do not buy lists of names, but if you will put them on back of order sheet provided for that purpose it will be a pleasure to slip something extra in with your order, just to show our appreciation.

Yours most cordially,

GLADIOLUS BILL.

Recent Rare Introductions



CLEOPATRA

CLEOPATRA (Ruffled)—Very deep yellow. Large, massive spikes. Heavy substance. Created a sensation at the Rochester Exposition. Rated 98 per cent as an exhibition variety by Gersdorff. Late flowering. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

CREATORE—The world famous musician and band leader, Guiseppe Createore, chose this one as his ideal among Glads. With his permission we have named it CREATORE. With ordinary field cultivation the first flowers frequently measure 7 inches across. Robust, imposing and wonderfully thick, substantial petals make it an extraordinary acquisition. Produces tall, strong spikes, with 16 to 18 buds about mid-season. It is a clear self color, rose doree, with a throat line of carmine red. Each, \$2.00; 3 for \$5.00; doz., \$20.00.

Nothing in this list for less than \$1.00. The cream of new **Bill's Originations** for the last three years. Every one is high-class and as yet available in limited quantities.

The 19 varieties in this list, total value \$110.00

Listed on Pages 4, 5 and 6

Combination Offer No. 1

One Each of the 19 Varieties, **\$85.00**
for

No other discount on this offer.

Combination Offer No. 2

One Each of 10 Varieties Below, Without
Chas. Curtis, First Lady,
Gladdie Girl, and Mrs. Hoover, for \$20.00
.....

No other discount on this offer.

CHAS. CURTIS—Name registered with the A. G. S. Sea-shell pink, with back of petals veined venetian pink. Lower petals maize-yellow, with small carmine feather. Large violet anthers. Strong, vigorous spikes, 16 or more buds, 6 open at a time, good sized flowers, correctly spaced and faced on the stem. The maize-yellow throat is striking and rich. We shall not sell Cormels this year. Each, \$10.00; 3 for \$25.00.

CHINOLINE—Dye manufacturers know this color as Chinoline Yellow. Ridgeway's Chart calls it Naphthalene Yellow, shading to straw yellow at center. The flowers are $4\frac{1}{2}$ inches across, and the tip flowers are practically the same size as the first ones. We frequently have 8 to 10 perfect flowers at a time, wide open, spaced perfectly. Sounds like a world beater, doesn't it? It has one fault. The stem is weak and you must tie it up to have perfect spikes, but with this little attention it is a wonderful yellow. Wish you could see some of the baskets we made with the stems that bend over. Each, \$2.00; 3 for \$5.00.

CROWN OF GOLD—Pure straw yellow, tall, large flowers placed in a single row. Frequently 10 to 12 flowers open at once. One spike on exhibition at the A. G. S. Show in Rochester, 1925, made a hit with those who know Glads. Only flowering bulbs, 1 inch and up, for sale this season. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

EASTER LILY—Large lily type flowers, pure white, with faint blush of phlox pink. Good spacing and facing of flowers, 16 to 20 buds, 6 or more open. A new white one we are proud to offer. Each, \$1.50; 3 for \$4.00; doz., \$15.00.

FORT SUMTER—A red of exceptional merit. A pure self scarlet red. Very large, wide open, massive flowers, with petals nearly equal in size. Spikes often have 6 to 8 of these huge blooms open at once. Extra fine and stock limited. Each, \$2.00; 3 for \$5.00; doz., \$20.00.

FIRST LADY—An early *Primulinus Grandiflorus*, in which the colors are unusually clear and glistening. The color is geranium-pink, with a dainty maize-yellow throat carrying small lines of carmine. Good, vigorous growth, with straight, slender stems. Flowers 4 inches across, wide open, and 4 to 5 open at a time. In addition to its size and clear colors, it is an excellent keeper. In very hot, wilting weather it stood up the best of any in our fields. All size bulbs are the same price, and no Cormels for sale. Each, \$10.00; 3 for \$25.00.

GENEVA GEM—Very large, heavy flowers, scarlet red, veined cream. Greatly admired when exhibited at N. Y. State Fair, 1927. Strong grower, stands up well, several open and well placed. This proved to be one of the most magnificent in our entire planting the past summer. An entire row of them stood five feet to the tips, and not a crooked spike in the row. Florets measure 5 inches across and 5 to 6 open on third day. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

GLADDIE GIRL—We have been searching our test planting several years to find a Glad we thought worthy of this name. After selecting several different ones and later discarding them, we bought the entire stock of another grower's production to name it Gladdie Girl. This in turn was discarded as not good enough. Now we have it from our own productions. You see, the trouble was caused by a definite decision that it must be better than Gladdie Boy. It sure is. The style is somewhat similar to Gladdie Boy, but it is taller and much more attractive. Flowers are good size, ruffled, and petals are arranged in both standard and reverse arrangement. The two lower inside petals are rich plush, wax yellow. Other petals are flushed with bittersweet pink, changing to grenadine pink at the tips. Good long bud spikes and six perfect flowers open at one time. No cormels or small bulbs for sale for three years. All bulbs one inch and over at one price. Not more than five will be sold this year. Each, \$50.00.

GLAMOUR—Bright rose red. Extra early, tall, straight and strong. Large flowers, 5 or 6 open at a time. Petals nearly equal in size, recurved at edges, wide open, and correctly spaced. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

KALEIDOSCOPE—Wonderful rich combination of scarlet, edged and shaded rose. Very ruffled, 16 to 18 buds, 6 open, facing and spacing correct. The name Kaleidoscope refers to the rapid change and blend of colors in the flower. Each, \$1.00; 3 for \$2.50.

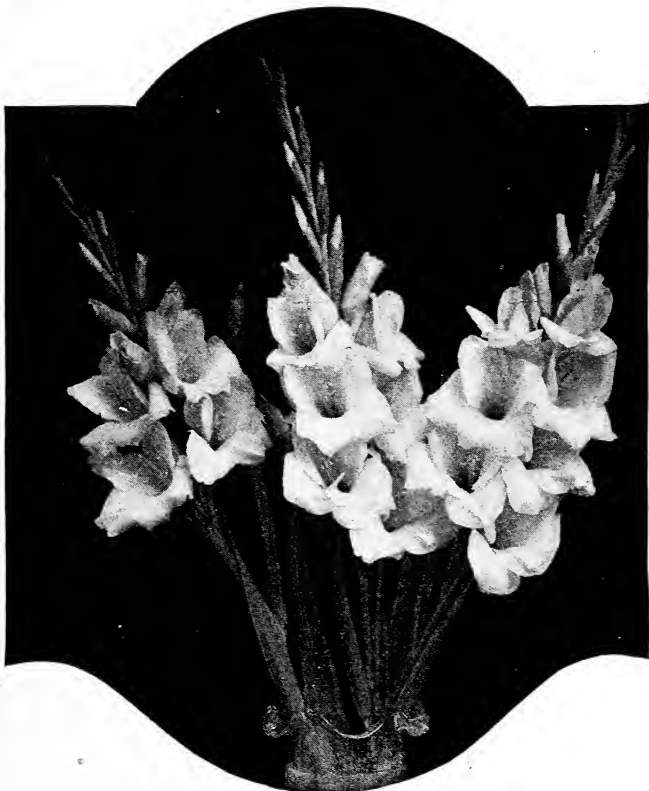


"All of your originations, including Break O' Day, that we bought last spring did fine. Lucette was splendid. Milady deserves more attention, or rather publicity, than she is getting. She took well in all our exhibits and in our show garden."—K. R. CLENDENING, Iowa.

Mrs. Herbert Hoover

Registered with the American Gladiolus Society. The beauty of this variety together with the name selected for it will create a big demand. Those who buy this season will be able to make some money on it. The flower is a blotched one, similar to Pendleton, but in the lilac shades instead of pink. Shape of flower similar to LeMarechal Foch, but a good keeper. Here is our field note description based on Ridgeway's Color Chart. "Pale vinaceous lilac, flushed Persian lilac. Heavy blotch of Rhodamine purple. Facing and spacing correct, massive head, always erect, thick petals, slightly reflexed. Heavy broad foliage, medium height, straight, stiff stem, 14 buds, 6 open, 4½ inch flowers." Only a limited number will be sold. All orders booked in rotation. No cormels for sale this year. Each, \$15.00.

OH BOY!—When you see this variety you will fully realize the significance of the name. Your exclamation of delight will prolong the "Oh!" and follow with a sharp, explosive "Boy!" A brilliant red, self color, without markings. Flowers 7 inches or more across, and petals extremely thick. Sometimes with 4 or 5 of these mammoth flowers at a time it gives the impression that the limit has been reached. Flowers are wide, open and the petals are broad, rather than narrow and pointed. Each, \$2.00; 3 for \$5.00; doz., \$20.00.



PINK PREMIER

PINK PREMIER—Light cameo pink. Pure, even color, with velvety surface. The picture on this page shows the style of flower and spike. Each, \$2.00; 3 for \$5.00; doz., \$20.00.

SPIDER—New form and style. Long, narrow petals, which are a distinct novelty in form. Flowers spaced regular on tall, strong stem, with 6 or more open. Good size flowers that give an impression of massiveness in spite of extremely narrow petals. Color is cream. Each, \$4.00; 3 for \$10.00.



WHITE ORCHID

WHITE ORCHID—The picture will convey to you the extreme grace, beauty and style of this variety. The color is a pure cream white. The wing petals stand well open, measuring 4 to 5 inches across. The upper central petal gracefully curved forward. The three lower petals are somewhat smaller. All petals most beautifully frilled and of heavy substance which hold up well under adverse conditions. The type of the flower immediately gives the impression of an orchid

by its extreme grace and poise. It is a strong grower and blooms rather early. Each, \$2.50; 3 for \$6.50; doz., \$25.00.

SONNY BOY—Very light cameo pink, large, open flowers, sometimes lightly flecked with geranium pink. Several open at a time. Petal surfaces have a distinct silky texture. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

SUNBURST—In our display exhibition at Rochester, 1925, a basket of **SUNBURST** attracted an unusual amount of attention. It is one of those entrancing saffron and yellow combinations which one cannot pass without stopping to admire. Although of primulinus origin, the flowers are wide open, of good size and substance. The stems are wiry and gracefully curved, which adds to its effectiveness for vase and basket decoration. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

Unsolicited Testimonials about

BILL'S BEST BULBS

"Must tell you about the Allen V. Bunce. The first blossoms are five inches across, and the orange is flushed with a pink that gives it the color of a beautiful peach. I took it to Vancouver and Portland Glad Shows and won prizes in both shows with it."—MRS. MILLER, Washington.

"Break O' Day, Chameleon, Olympiad and Cleopatra are all in the Aristocrat class."—W. G. GARRETT.

"Theda is surely an early bloomer. I planted Theda and Elizabeth Tabor same date. Selling blossoms now from Theda but Tabor is only budding."—L. S. STARRETT.

New Jersey.

Dear Glad Bill: I got a "glad thrill" yesterday morning when, on going into the garden, I saw for the first time an open bloom on the OH BOY! bulb you sent me. The horizontal diameter measured exactly five and one-half inches. This morning the spike had two open flowers, one partially open, and five big buds. There is a space of at least four inches between the flowers, which gives it the appearance of a mammoth Prim. The color is nearly a perfect match for a King Humbert canna. I took a flower from the canna and set it between the two open flowers on Oh Boy! At a distance of three feet no one but an expert like yourself could tell the difference in color, size, form of petal, or markings, between the canna bloom and the glad blossoms.

LaRose, Debutante and Betty Joy have already flowered for me. The two last named will be numbered among my favorites.

Very truly yours,
CHARLES A. ROBINSON.

"I have bought Glads from many states and from several growers in one section, where they claim to grow the best stock. However, I want to say your bulbs are the cleanest and best looking stock I ever received from any grower."—JAS. COATS.

"Lucette bloomed for all she was worth. She sure cuts loose when she starts. Sold most all spikes at wholesale at a time when the ash barrel was getting a big per cent of the cut. I think every one of those Lucette bulblets made about two bulbs. Friend wife favors Opalescent and I Theda because she is so early and Lucette because she blooms so strong and is so prolific."—CLIFFORD L. JESSUP, Indiana.

"Debutante is a wonder, both for size and color. I have never seen a gladiolus I thought so much of as this one."—C. E. BRADY.

"I have no favorite which I regard more highly than Break O' Day, and I want as many as my moderate space will permit."—FRANK I. JONES, Oregon.

Medium Price Varieties

Many of the best from our previous introductions appear in this list.
The list covers 60 varieties, with a total value of \$22.30.

Combination Offer No. 3

One Bulb of Each of the 60 Varieties **\$17.50**
for.....

No other discount on this offer

ALLEN V. BUNCE—Livid orange yellow, with clear central lines of deep claret. Large, well-expanded, winged flowers, gracefully placed on wiry stalks. This variety was the sensation of the exhibit at the Rochester Exposition in 1922. In a class with Orange Queen, but longer spikes, larger flowers and colors are clear. Each, 40c; 3 for \$1.00; doz., \$4.00.

ALMA MATER—So named because it embodies the colors of the originator's Alma Mater (The University of Tennessee). Beautiful, large cream flowers, with strong orange chrome throat. An unusual orange and white combination. Vigorous grower, large flowers and several open at once. Each, 50c; 3 for \$1.25; doz., \$5.00.

ANTIQUE—The earliest good red. Tall, long bud spikes, several open at once. Rich velvet carmine with heavy zones of yellow across the lower petals. Each, 25c; 3 for 65c; doz., \$2.50.

ARABIA—The nearest approach to a black Gladiolus. Good size flowers and spike. Each, 25c; 3 for 65c; doz., \$2.50.

ARABY—The open flowers are flushed Rosalane pink, with a very distinct, strong throat of Tyrian rose. The buds are clear Chatanay pink. A vase of these flowers, with buds one color and open flowers another color, forms an unusual and striking floral arrangement. The flowers are large, well placed and frilled. Strong grower and several open at once. A winner at the Toledo Show. Each, 50c; 3 for \$1.25; doz., \$5.00.

ARISTOCRAT—This is a true Aristocrat among the hundreds of new ones. Large, strong, massive spikes of most delicate coloring. A pale saffron pink flaked deep orange, with cream throat and a very distinct violet feather. Slightly ruffled and extra large. Several flowers open at a time. Chas. Gersdorff scored this under the revised A. G. S. system and gave it 95 per cent as an exhibition variety. Each, 50c; 3 for \$1.25; doz., \$5.00.

AUTUMN TINTS (Ruffled)—A combination of true autumn tints. Strong, straight spikes of large, ruffled flowers. Yellow ground, overlaid with pink. Strong throat blotch of orange scarlet. Each, 50c; 3 for \$1.25; doz., \$5.00.

BLACK PANSY—Beautiful rich dark red with pansy like throat. One of the very dark ones. Each, 15c; 3 for 40c; doz., \$1.50.

BOUNCING BET—This is another white which we predict will be popular. It is a glistening white, with a trace of cream toward the center and a soft plume of Persian lilac in the throat. Very straight and tall, with 18 to 22 buds and usually 6 to 8 perfect flowers open at a time. Petal edges slightly reflexed. Each, 50c; 3 for \$1.25; doz., \$5.00.



CANANDAIGUA RED

A solid self color of red shade, slightly lighter than true carmine. Strong grower, large, massive spikes, wonderful individual flowers. A stunning acquisition to the red class. Each, 40c; 3 for \$1.00; doz., \$4.00.

CORALEE—Same style as Vanity, but grows straight. Light LaFrance pink, with center delicately shaded to Naphthalene yellow. Back of petals veined. A new worthwhile among the Prims. Each, 50c; 3 for \$1.25; doz., \$5.00.

DEBUTANTE—Extra large, geranium pink, pure self color, with light throat feather of Tyrian rose. Flowers well placed in double rows, with 6 to 8 open at once. Excellent keeper. Each, 50c; 3 for \$1.25; doz., \$5.00.

DU GANNE DELIGHT—Extra large, ruffled variety. Cream, flushed cameo pink, shading to rose pink at edges of the petals. Strong central lines of Amaranth purple. Sturdy, strong plants, with long flower heads and several massive blooms open at a time. Thick petals and fine keeper. Each, 25c; 3 for 65c; doz., \$2.50.

FLEETWOOD—A soft, melting light geranium pink, with 5 to 8 flowers open at once. Almost pure self color, on nice, straight spike. Arrangement and size ideal for commercial use. Extra good keeper after cutting. Each, 75c; 3 for \$2.00; doz., \$7.50.

GIBALTAR—Same style and type of flower as 1910 Rose. Color much darker. Ridgeway's Chart shows it to be Rhodamine Purple. Broad central line of white on petals. Good length flower head, with 6 to 9 open at once. Each, 50c; 3 for \$1.25.

GOLDEN MAID—Beautiful, ruffled, large, Marguerite yellow, shaded to primrose yellow in the throat. Usually 4 or 5 wide open flowers, with distinct central line of Amaranth on lower petals. Extremely vigorous grower, broad foliage and strong flower spikes. Each, 50c; 3 for \$1.25; doz., \$5.00.

GRANDIFLORA—A seedling from White Glory, but larger and more robust. Ruffled white, with rich, velvety purple throat line. Petals rolled back at edges. Each, 40c; 3 for \$1.00; doz., \$4.00.

GREGOR MENDEL—A new shade in Gladiolus. Almost a pure self color of Rhodamine purple, lightly flaked aster purple. A distinct style is given by the petals being nearly always arranged in reverse form instead of the standard arrangement. Each, 20c; 3 for 50c; doz., \$2.00.

PLANT GLADS IN QUANTITY

And you will be able to decorate your living rooms throughout the summer.



GLADDIE BOY

GLADDIE BOY—This variety was one of the outstanding productions at the New England Gladiolus Society Exhibition at Boston in 1924. The Massachusetts Horticultural Society voted a **Special Award of Merit**. At the American Gladiolus Exhibit in New York City, GLADDIE BOY was again in evidence, winning the class of the "Most Beautiful Basket of Glads," as well as the class for the "Most Artistic Table Decoration." It is the Primulinus Grandiflorus type, retaining the delicate characteristic coloring. Flowers are well expanded, with only a slight hooded effect. Mature bulbs throw spikes with 18 to 20 buds, and opening 6 to 8 perfect flowers at a time. The color is very distinctive, the general effect being a Grenadine pink, gradually blending with straw yellow deep in the center. The petals are most gracefully frilled. Each, 30c; 3 for 80c; doz., \$3.00.

Note—This list continued on page 25.

Combination Offer No. 4

FIVE GARDEN ARISTOCRATS

Cleopatra, \$1.00	Fort Sumter, \$2.00
Easter Lily, \$1.50	Geneva Gem, \$1.00
Pink Premier, \$2.00	

All five for

\$5.00

No other discounts

Combination Offer No. 5

TEN POPULAR BEAUTIES

Araby	Gladdie Boy
Aristocrat	Opalescent
Betty Joy	Piccadilly
Break O' Day	Serrata
Canandaigua Red	Superior

Catalog Value, \$3.60

All ten for

\$2.50

No other discounts



Combination Offer No. 6

100 BULBS—5 EACH OF THOSE BELOW
TOTAL CATALOG VALUE, \$8.25

} *The Best* **\$5.00** *Worth*

ALICE TIPLADY	ELAINE	LUCETTE	ODIN	PRIORITY
AMERICA	ELFIN	MARY PICKFORD	OPALESCENT	RUBELLA
CHICADEE	GLORIA	MAUVE BELLE	PARADER	THEDA
EARLY LASSIE	LOVERA	MRS. F. KING	PINEHURST	TROJANA

ALL CORRECTLY LABELED, FOR \$5.00

NO OTHER DISCOUNTS

Do You Wish to Leave Selection of Varieties to Us?

If So We Can Supply As Follows

All Varieties Our Selection

Combination No. 7— 18 Bulbs, all different, not labeled.....	\$ 1.00
Combination No. 8— 50 Bulbs, 3 of a kind, not labeled.....	2.00
Combination No. 9—100 Bulbs, 3 of a kind, not labeled.....	4.00
Combination No. 10—110 Bulbs, Assorted Sizes, 50 per cent will bloom.....	1.00
Combination No. 11—100 Bulbs, Catalog Value, \$ 5.00, labeled.....	4.00
Combination No. 12—100 Bulbs, Catalog Value, 7.00, labeled.....	5.00
Combination No. 13— 50 Bulbs, Catalog Value, 7.00, labeled.....	5.00
Combination No. 14—100 Bulbs, Catalog Value, 15.00, labeled.....	10.00
Combination No. 15— 50 Bulbs, Catalog Value, 15.00, labeled.....	10.00

No other discount on these combinations

Four Prize Cups Won By

Winning one cup may
have been an

Accident



Loving Cup donated
by Club of Little
Gardens. Won for
finest display, Roch-
ester, N. Y.,

1923

Winning the second cup
could have been a

Coincidence



President's Cup,
won for the finest
display, at New
York City,

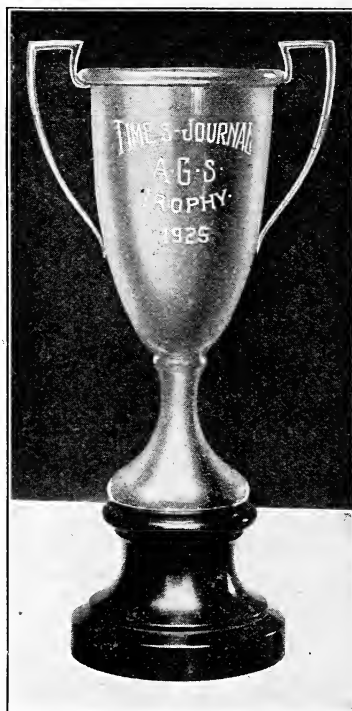
1924

BILL'S ORIGINATIONS

*Which again demonstrates
the excellence of his
Famous Gladiolus*

On winning the third cup, it
becomes a

Habit



Times - Journal Loving Cup.
Won for most artistic general
display, Rochester, N. Y.,

1925

Winning four years
in succession a

Record



Silver Cup. Won
for most artistic
general display, at
Rochester, N. Y.,

1926

There's a Reason!

Five Cent Class

Any 25 Bulbs, Your Selection, for \$1.00.
Any 50 Bulbs, Your Selection, for \$1.75.
Any 100 Bulbs, Your Selection, for \$3.00.

ALBION—Delicate, soft salmon rose pink. Just the thing for table and house decoration; also a wonderful variety for landscape work, as it will always stand erect if properly planted.

ALICE TIPLADY—Soft, orange saffron shade. Extra fine!

AMERICA—Very light lavender pink. Usually referred to as an orchid shade. The most popular variety in existence.

ANGOLA—A fine, tall, very early, salmon pink. Fine for house decoration.

BUDDY—LaFrance pink, flaked geranium pink. Throat of martius yellow, with lines of Pomegranate purple. Tall and early.

CARMINE KID—Medium size flowers of beautiful carmine, with creamy stippling in the throat. Several flowers open at a time. Very prolific and should be planted in quantities for landscape effect.

CHICADEE—Very dainty and airy. An extra early variety of merit. Eosine pink, with light yellow blotches on lower petals.

EARLY ONE—One of the earliest to flower and valuable as an early market variety. Subdued Begonia rose, amber yellow throat stippled with Aster purple. Flowers wide open, with reflexed petals.

ELFIN—General tone is saffron pink, melting away to Maise yellow in the throat, with delicate feather of Nopal red. A dinner table decoration of Elfin at the A. G. S. Show in Rochester, in 1923, constituted one of the most effective displays at the show.

FRECKLES—Reminds one of the proverbial freckle faced boy and just as full of pep. The color is practically an orange salmon, with a paisley effect. Large, open flowers and a sure bloomer. Always stands erect. Always good, regardless of weather conditions. One of the best for landscape plantings.

GLORIA—Extra tall, strong and straight. Rose doree, shaded to geranium pink in the throat. A light yellow zone on the lower petals. Extra fine for florist trade.

HALLEY—Large, early salmon pink.

LE MARECHAL FOCH—Same shade as America, but larger flowers.

LOVERA—Beautiful, soft shrimp pink, with picric yellow throat.

LUCETTE—Pure white, but back of petals carry a trace of Phlox pink, which imparts an alluring orchid sheen to the flowers. Lower petals have a dainty, subdued feather of wonderfully soft Phlox pink.

MRS. FRANCIS KING—A large open brilliant flame pink.

1910 ROSE—Pure rose shade, with white central lines on lower petals.

PRIMUNELLA—Large, ruffled, orchid-like flowers of light salmon rose.

THEDA—Earlier than Halley. Great for forcing. Large, open flowers, well placed on tall stems. Most delicate shrimp pink, gradually blending to soft Pinard yellow in the throat, with Pansy violet lines.

Ten Cent Class

Any 12 Bulbs, Your Selection, for \$1.00.
Any 50 Bulbs, Your Selection, for \$3.50.
Any 100 Bulbs, Your Selection, for \$6.00.

ALTAIR—Extra tall, salmon saffron. A new shade and very beautiful.

CRIMSON GLOW—Brilliant crimson with fine, narrow, white markings in the throat of the flower. The outer portions of the petals are flecked with deeper crimson.

EARLY LASSIE—Ivory white, with a faint flush of lilac on upper petals. Lower petals primrose yellow. Strong grower and often branched. Very early.

ELAINE—A beautiful, lily white, with faint lilac throat lines. One of the better white varieties.

EVELYN KIRTLAND—Very tall, straight and graceful, shell pink, shading to rosy pink at the edges. Fine!

FLORAL TRIBUTE—A large, cream yellow Primulinus. Very strong grower, with tall, straight spikes.

HERADA—A glistening, clear lavender, known as mauve. A favorite.

MARY PICKFORD—Wonderful creamy white, with handsome heavy spikes, showing many flowers open at once.

MILADY—Extra tall, strong, ruffled variety of creamy white. Naples yellow throat, with heavy Amaranth purple feather. Very strong grower.

MRS. FRANK PENDLETON—Rose pink, with heavy blotch of bright crimson.

OPALESCENT—Wonderful spikes of very large, rose lavender. A pure self color, with lilac throat lines. A vigorous grower, with excellent foliage and strong, straight bloom stalks. Flowers well placed, with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named.

PARADER—Very soft, Begonia rose, flaked scarlet red. Heavy, scarlet throat blotch, bordered with zone of Pinard yellow. Strong, straight spikes, with several flowers open at a time.

PELICAN—No one can appreciate the peculiarly attractive style of the Pelican, without having seen it. The upper petal resembles a pelican's pouch inverted. The type is entirely new and extremely pleasing. Color is Jasper pink, spread over a background of Chatenay pink.

PRIORITY—Tall, straight and strong. Large, open flowers. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. Wonderful large, airy, delicate variety.

QUAKER MAID—Soft lavender pink with delicate feathery throat markings. Tall and strong with many flowers open at a time. Fine for florist cut-flower trade. Late flowering.

ROMANCE—Large, orange salmon rose, red and yellow throat. Wine blue bordered petals.

RUBELLA—A deep, velvet, Amaranth purple. Wonderfully rich shade. Nice, straight spikes, with well placed florets.

TROJANA—Large, open flowers of soft, Geranium pink, daintily flaked with Begonia rose. Bright scarlet line on pale yellow throat.

VANITY—Tall, apple blossom pink.

ZEALOT—A scarlet variety, with yellow in center. Very striking.

Fifteen Cent Class

All Varieties, 15c each.

Any 8 Bulbs, Your Selection, for \$1.00.

Any 25 Bulbs, Your Selection, for \$2.50.

Any 50 Bulbs, Your Selection, for \$4.50.

BEATRICE—Something entirely new! Appearance and texture of soft crepe paper. Tall, graceful stalks with well opened, slightly hooded and frilled blossoms. **BEATRICE** is eosine pink, laid over cream ground. This color is veined over the cream in such a way that the surface has a crinkled effect.

BYRON L. SMITH—Lavender pink on white ground. Fine as a cut flower.

CAPTAIN JINKS—Geranium pink, with pinard yellow throat blotches and line of spectrum red on lower petals. Extra strong grower and early bloomer.

CHAMELEON—The little chameleon is noted for its changing color. This variety resembles the chameleon in that the color changes at each slight turn in the sunlight. Reminds one also of a delicate changeable silk with soft melting shades of lilac, purple, violet and orange which blend together perfectly. Slightly ruffled petals, good substance and excellent grower. An unusual exhibition variety.

ELIZABETH TABOR—Delicate rose pink, with rich crimson blotch. Very early, tall, erect spike, with several open at once.

ETENDARD—A French variety of great beauty. Large, cream flowers, with velvety, dark red blotch in center, giving the appearance of huge butterflies.

FASTIDIOUS—Very large open flowers of delicate shell pink, shaded to ivory white at the throat. Very airy and graceful. One of the finest new Glads. Attracted much attention at the A. G. S. Exhibits in Rochester and New York City.

GOLDEN MEASURE—Pure golden yellow, with very large flowers. Strong grower.

GOLDINA—Grows very tall and straight. Early, ruffled, naphthalene yellow, with striking blotch of amaranth purple. Strong grower and usually produces lateral branches.

GYPSY BUTTERFLY—Vivid, deep spectrum red, with large throat blotch and feather. The blotch resembles a beautiful large butterfly in the center of each flower. Well opened flowers, long spikes, slight frill and strong grower.

JASPER—A sturdy, strong grower, with large, well placed flowers of Jasper red with waved petals. Very heavy, distinct feather of velvety, Amaranth purple, spread over beautiful, light zones of clear yellow. Early, prolific.

LOS ANGELES—A new LaFrance pink produced on the Pacific Coast. Lateral branches are produced so freely that several cuttings may be made from one spike. Known as the "cut and come again" Glad.

MAUD MULLER—An orange and yellow Prim that everyone stopped to admire in our fields. Medium height and even growth.

MT. MARCY—For growth, one of the high ones. Very large flowers of scarlet, shaded deeper at edges. Stems carry 20 buds, with 6 or more open, heavy petals, making a long stem, massive spike.

NACOOMEE—The name given this variety is an Indian name, meaning "Handful of Flowers." One spike is surely a handful, or even a whole bouquet. The general tone is lavender, with various shades and tints.

NOKOMIS—Colors are suggestive of the American Indian race. Hence the name Nokomis. Flame scarlet, flaked mahogany at tips. Lemon yellow medial lines. Strong, large, ruffled flowers and an entirely new combination. Prize winner for best orange at A. G. S. Show.

OLYMPIAD—The most vivid orange scarlet yet produced. The flowers appear to be literally on fire. Very large blooms, sometimes 5 inches across. Irregular arrangement of petals give it a distinctiveness all its own.

PATRICIA—LaFrance pink, shaded to hermosa pink at tips. Strong Tyrian rose feather on creamy throat. Tall, with 18 buds and 6 open at once. Fine for florists.

RICHMOND—Large flowers of Spectrum red, with cream zone and feather of blackish red. Very striking.

ROBINHOOD—Immense, massive blooms of LaFrance pink, tipped and flaked with scarlet. Strong feather of Amaranth purple in the throat. Extra strong and vigorous grower. Slightly frilled petals. Early bloomer.

ROBUSTO—Soft peach red, flaked with scarlet and velvet scarlet lines in the throat. Have measured spikes 28 inches from first flower to tip of buds, with 24 buds on the main stalk and others on the side branches.

ROMANTIC—One of the extra good smoky ones. Strong grower, 16 to 18 buds, and 6 flowers open at once. Center is coral pink, shading outward through old rose to Daphne red at the tips. Light yellow medial lines and feather of Acajou red on lower petals.

ROSE ASH—Old rose, overlaid and blended with pink, blue and red, giving the color of ashes of roses.

SALOME—Orange buff, with buff yellow throat. The color is so entrancing that it is simply irresistible. A Primulinus, with a very wide hood.

SILVERTONE—Yes, it has very much of a silver tone. Neat velvet carmine feather on a yellow zone in the center. The balance of the flower is creamy white. Fine, straight, tall spikes, long head and several open at once. Petals slightly frilled. A good one.

SONATA—A robust white, slightly flushed very light Phlox pink, strong throat lines of Aster purple. Usually 6 to 8 well opened flowers of good substance.

STARLIGHT—Early, extra strong Primulinus Hybrid. Wonderful strong spikes of ruffled cream flowers, with radiant lines of pomegranate on wax yellow throat. Extra prolific, often giving three and four stalks from one bulb.

TAJ MAHAL—One of the most beautiful buildings in India was erected as a memorial to the Princess Taj Mahal. It is constructed entirely of white marble, inlaid with mother-of-pearl. A missionary returned from India suggested that we name this new production TAJ MAHAL (Pearl of the World), as its white, with the flush of mother-of-pearl, was suggestive of the memorial to the Princess. Round blossoms, well opened and early.

Twenty Cent Class

All Varieties, 20c each.

Any 6 Bulbs, Your Selection, for \$1.00.

Any 12 Bulbs, Your Selection, for \$2.00.

Any 25 Bulbs, Your Selection, for \$3.50.

BETTY BUNCE—Pale lilac, flaked phlox purple. Creamy throat with delicate lines of true purple. Tall and straight, with large flowers of excellent substance.

BREAK O' DAY—Really one of the very finest Glads we have ever seen. Massive spikes, with several flowers opening at a time. Blooming extra early, its soft LaFrance pink flowers will always be marketable at high prices. The pink is flushed over a cream ground and the shade is deeper at tips of petals. The most striking extra early variety ever produced.

HALCYON—A very strong grower, always straight and throwing flower spikes with 18 to 24 buds. Unusual in the length of the flower head and it opens 6 to 8 large flowers at a time. Regular arrangement of flowers on the stem, spacing perfect. A beautiful, soft, rose pink, shading deeper toward the petal tips.

LANCELOT—A tall, robust, livid pink, stands forth to dispute all claims to garden chivalry; wonderfully strong and beautiful.

MAUVE BELLE—Very large flowers of spinel pink, with center of Tyrian rose, bordered yellow. Long flower heads, 5 or more open, vigorous grower.

1925 ROSE—Rose red flaking over deep rose pink. Attractive, creamy white dash on lower petals. A deeper shade and more attractive than 1910 Rose. Massive flower heads with 4 to 5 large, round blooms open at once.

NORWALK—Named after the charming little city of Norwalk, Ohio, where it first came into bloom. Large, open flowers, well placed on a strong, straight stem. Deep scarlet, with large, yellow throat. Petals are pointed, slightly waved and a faint tinge of blue on the borders. Extremely vigorous, with many large flowers open at a time.

PICCADILLY—Pure creamy yellow, with amber throat. Wonderful strong spikes, with many large flowers open at a time. This is one of the finest we have to offer.

REVUE—Almost too large to be classed generally with Primulinus hybrids, well expanded blooms, with only slight hood, but retaining all the airy gracefulness of the type. Very tall and straight, with petals reflexed and slightly frilled. The center of the flower is pure Martius yellow, daintily flushed with Eosine pink on the tips of the petals. Quite early.

SYLVAN QUEEN—An early, strong growing, soft Begonia rose, with carmine lines on lower petals. Neat form, good size and excellent substance.

WILSONIA GEM—Large massive flowers of Amaranth pink flushed over a pale buff background. Several open at once, frilled and good substance.

Twenty-five Cent Class

All Varieties, 25c each.

Any 6 Bulbs, Your Selection, for \$1.25.

Any 12 Bulbs, Your Selection, for \$2.50.

Any 25 Bulbs, Your Selection, for \$4.50.

BETTY JOY—Soft creamy white, flushed LaFrance pink. Strong grower, long flower spikes, with 6 to 10 perfect flowers opening at a time. See Front Cover.

CAPT. BOYNTON—Lavender, with deeper blotch on lower petals. Large flowers well placed on tall stem.

CHIEFTAIN—A large flowered, pure Tyrian rose, with nice, strong spikes.

FLORETTA—Tall, straight spikes of ivory white, with wax yellow throat. Fine for cut flowers. Extra good keeper.

GLACIER—Extremely tall, vigorous, pure white. Opens 4 to 6 flowers at a time placed in a single row.

KING MIDAS—A pure picric yellow, with a very faint line of garnet brown in the center. The largest we have ever seen of the Primulinus form. Not a commercial variety, but an odd and attractive novelty for the fans.

WARRIOR—Deep velvet maroon, with yellow medial dashes. Robust and strong, with large, well-expanded blooms. Planted in May, it does not bloom until late September. Unequalled for an extra late dark red. Should be planted very early.

Thirty Cent Class

All Varieties, 30c each.

Any 6 Bulbs, Your Selection, for \$1.50.

Any 12 Bulbs, Your Selection, for \$3.00.

BROADELBIN (Ruffled)—Massive, close set flower heads of creamy white, with throat marking of Rosalane purple. Several broad, heavy ruffled flowers open at once.

DARDANELLA—This is entirely different from anything else in our list. Flowers are Congo pink, flaked deep hellebore red at the tips. Strong feather of jasper red on straw yellow throat. Tall and straight, with 8 to 10 open flowers in double row. Best of the ashen varieties.

GLADDIE BOY—Flowers are well expanded, with only a slight hooded effect. Mature bulbs throw spikes with 18 to 20 buds, and opening 6 to 8 perfect flowers at a time. The color is very distinctive, the general effect being a Grenadine pink, gradually blending with straw yellow deep in the center. The petals are most gracefully frilled.

ROTARY PINK—Bright, eosine pink, throat feathered rose doree, with dainty white medial lines. Opens 4 to 6 large, well-expanded blooms at a time.

TOMMY ATKINS—The cut flowers sell the quickest of any red we have. It is bright scarlet, with deep carmine throat lines. Tall stems, 14 to 20 buds, several large flowers open at once; it is a winner.

TRIUMPHO—Light Marguerite yellow, shaded to primrose yellow in the center. Hooded and winged, neat ruffle, 8 flowers opening at once. Strong, straight spikes.

BEARDED IRIS

While we are able to supply many Iris in limited quantities, we are including in this list only a select few of known value and easy culture

CULTURAL DIRECTIONS

Plant Bearded Irises in the sunniest and best drained places in the garden. They require the moisture but will not do well in naturally wet soil. Do not use stable manure in soil intended for Bearded Iris.

Bearded Irises are shipped dry and should be planted as soon as received. Our plants will come properly trimmed and the roots pruned back ready for planting. Should the tops be dried out and the roots appear shriveled when the plants are opened,

no harm is done as the rhizomes will start new growth soon after they are planted.

Plant shallow so that the rhizomes, or fleshy part of the root lies in a horizontal position and is barely covered.

Early spring planting will give a few flowers the first year and heavy clumps for plentiful bloom the second year.

GENERAL LIST

Variety and Color	Each	Three	Dozen
Afterglow—Misty lavender. Delicate shades.....	\$.40	\$1.00	\$3.00
Amas—Early blue, medium tall.....	.25	.60	2.00
Crusader—Blue, immense flowers.....	.60	1.50	5.00
Fairy—Early blush white, very fragrant.....	.25	.60	2.00
*Flavescens—Light yellow. Strong, vigorous plants.....	.20	.50	1.75
Florentina—Fragrant white, early and strong.....	.25	.60	2.00
Georgia—Rose. Tall large flowered.....	.50	1.25	4.00
*Germanica—Early violet, most popular.....	.20	.50	1.75
Helga—Early fragrant yellow, short stems.....	.15	.35	1.25
Ingeborg—Very early white, short stems.....	.15	.35	1.25
Lent A. Williamson—Violet, one of the finest.....	.50	1.25	4.00
Mme. Chereau—White, blue border on each petal.....	.25	.60	2.00
Mme. Charmet—Buff and maroon, strong plant.....	.25	.60	2.00
*Mother-of-Pearl—Bluish lavender, one of the newest....	.50	1.25	4.00
*Pallida Dalmatica—Tall blue, the old reliable.....	.25	.60	2.00
Quaker Lady—Smoky lavender, tall but dainty.....	.30	.75	2.50
Queen of May—Rose pink, the best pink.....	.25	.60	2.00
*Rheine Nixe—White and violet, the best bi-color.....	.25	.60	2.00
Sherwin Wright—Golden yellow, short but fine.....	.30	.75	2.50

One plant each of the 19 listed above for \$ 5.00.

Three plants each of the 19 listed above for \$12.50.

Mother-of-Pearl and four others (all labeled)... \$1.00

The FIVE STAR varieties above, complete color range.

Three Sets for \$2.75. Ten Sets for \$8.00.

For Mass or Border Planting

We will supply Germanica, Pallida Dalmatica, Rheine Nixe and Flavescens 100 of a kind or 100 assorted at

100 Plants for \$10.00

LET US URGE YOU TO ORDER IRIS AT ONCE TO SECURE EARLY SHIPMENT

PLANT A PLENTY

BILL'S GLORIOUS MIXED GLADS

All Colors—Rival the Rainbow

25 BULBS for - - \$1.00
100 BULBS for - - 3.00
400 BULBS for - - 10.00

Primulinus Hybrids

All pastel shades, same price as Glorious Mixed.

This space for addresses of your friends who have gardens.
Please send us only names of those you know to be interested.

WE THANK YOU

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

ORDER SHEET

From.....
Address.....
City and State.....
If sold out any variety may we substitute?

[illegible]

Total enclosed

To get free bulbs send this order before.....

FREE BULBS
for
PROMPT ORDERS

Extra Free Bulbs as follows—

OR]

One Extra Bulb of OPALESCENT with every \$2.00 worth
The date on the order sheet allows sufficient time if you act promptly

DO IT NOW!

Read Before You Order

For **Seeds, Iris, Peonies** and other items use order sheet at the right. You may order seeds by number as shown in seed pages. There are no quantity discounts on these items.

For GLADIOLUS Bulbs

Use order sheet at the left and deduct special quantity discounts as follows except on prices per 100, and combination offers No. 1 to No. 15.

If your order amounts to	\$ 5.50 deduct	\$.50
If your order amounts to	11.00 deduct	1.00
If your order amounts to	16.50 deduct	1.50
If your order amounts to	29.00 deduct	4.00
If your order amounts to	60.00 deduct	10.00
If your order amounts to	90.00 deduct	15.00
If your order amounts to	125.00 deduct	25.00

TRIAL ORDER

3 BULBS WORTH 40 CENTS

Mauve Belle, Trojana and Mary Pickford

**ALL POSTPAID FOR 25 CENTS, and the Names and
Addresses of five friends who have gardens**

(Put Names and Addresses on back of order sheet)

For SEEDS, IRIS and PEONIES, Etc.

ORDER SHEET

From.....
Address.....
City and State.....

[illegible]

Total enclosed

No discount from Catalog Prices.

To get free bulbs send this order before.....**FEB 14 1991**.....

Voluntary data to assist in making a study and tabulation of the

GARDENS OF AMERICA

Please Read the Instructions

State "yes" or "no" after vegetable and flower gardens, and give size in feet or indicate size by such words as: bed, small, large, or extensive.

✓ Mark in front of kinds of flowers you are growing.

○ Mark in front of kinds you expect to grow.

X Mark in front of kinds that are a hobby with you.

Vegetable Garden?..... Size.....

Flower Garden?..... Size.....

.....Spring Bulbs

.....Tulips

.....Daffodils

.....Narcissus

.....Iris

.....Peonies

.....Lilies

.....Delphinium

.....Roses

.....Gladiolus

.....Sweet Peas

.....Dahlias

.....Perennials

.....Annuals

.....Shrubs

.....Porch or Window Boxes

.....Lily Pool

.....Rock Garden

.....Formal Garden

.....House Plants

.....Greenhouse

.....Employ Gardener?

Remarks.....

This space for addresses of your friends who have gardens.
Please send us only names of those you know to be interested.

WE THANK YOU

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

Name.....

Address.....

City and State.....

PLANT A PLENTY

Flower Seeds

Many of our flower-loving friends who have been purchasing "BILL'S BEST BULBS" suggest that we supply them with flower and vegetable seeds also. Our specialty is *Gladiolus*, so we could not attempt to grow seeds for you, but by special arrangement with one of the best seed growers in America we are able to offer a short list of Seeds. We made this list short because we want to make it easy for you to select and insure that you will get only the very best in each type of flower or vegetable. The packets will contain generous quantities as compared with those you buy from seed racks on display at stores. Of course we cannot guarantee they will all grow for you but they have all been tested for high germination and cleanliness. Use your head when planting, correct time, correct depth, sufficient moisture and proper drainage. If you attend properly to these details we do guarantee them as being the best seeds you can buy. Order seeds by number, for instance: 1 Pkt. No. 2021, will bring you a packet of Candytuft seeds.

BILL'S BRANCHING ASTERS

We do not have to tell you that every garden needs a planting of them for flowers in the late summer and fall. We should tell you perhaps that the branching asters are the most vigorous of our modern types, with very large blooms on long stems.

Sow seeds in boxes or hotbed in March or April. Transplant when they have 4 leaves and then shift to garden beds when danger of heavy frost has passed. Asters need plenty of fertilizer and moisture.

- No. 1000—Purple Branching Aster. Pkt. 10c.
- No. 1001—Lavender Branching Aster. Pkt. 10c.
- No. 1002—Pure White Branching Aster. Pkt. 10c.
- No. 1003—Rose Pink Branching Aster. Pkt. 10c.
- No. 1004—Mixed Branching Aster. Pkt. 10c.

Collection: 1 Pkt. each of above 4 colors, 30c.

ALYSSUM (Annual)—For beds, large or small, for edging borders or small beds, the Sweet Alyssum is unequalled. It is always in bloom right up to November when hard frost kills it. Sow seed in the beds.

No. 1062—The old-fashioned Sweet Alyssum. 1 foot high and besides being showy in the border it is good for cutting. Pkt., 10c.

ANTIRRHINUM (Snapdragon)—Although they will often live over winter, Snapdragons should be treated as annuals. Sow the seed in the house, if you can, in March and April, and you will have them bloom so much earlier. In white, yellow, orange and red of many tones and mixtures.

No. 1068—Giant Flowering. 3 feet. A greatly improved strain, all colors. Pkt., 10c. mixed.

CANDYTUFT (Annual)—1 foot. Grows easily and blooms quickly from seed. Sow where you want them to grow or transplant. These are very hardy and can be sown as early as the ground can be worked, they will then bloom in early summer.

No. 2021—Finest Mixed. Including white, pink, purple, lilac. Pkt., 10c.

CALENDULA (Annual)—2 feet. Another old-fashioned flower which in its greatly improved form is today one of our most popular summer flowers. Easily grown. Always in bloom and no finer flowers for cutting. Sow them where you want them and if too thick transplant.

No. 2000—Orange King. Large, double, golden orange. Pkt., 10c.

No. 2001—Lemon Queen. Large, double, lemon yellow. Pkt., 10c.

CANTERBURY BELLS—Is there anything more lovely than a large bed of Canterbury Bells in full bloom with its beautiful blue, pink, mauve and white nodding bell-shaped flowers? Sow the seed in May; they will bloom the second year.

No. 2030—Single Mixed. Pkt., 10c.

No. 2031—Cup and Saucer Mixed. Pkt., 10c.

CENTAUREA (Bachelor Button). The lovely blue Bachelor Button is known to us all but it also comes in white, pink and purple. It is most easily grown. Sow it where you want it to grow; does well in any soil.

No. 1074—Double Blue. Pkt., 10c.

No. 1075—Mixed. Pkt., 10c.

COCKSCOMB (Cristata).

No. 2060—True Cockscumb. 1 foot. Large combs, beautifully formed and richly colored, some of them crimson, others rose colored; even some rich golden yellows are included in our fine mixture. Pkt., 10c.

COREOPSIS (Perennial).

No. 2010—Lanceolata. 2 feet. A hardy vigorous variety with golden yellow flowers on long clean stems; good for cutting. Bloom a long time if seed is removed. Pkt., 10c.

COSMOS (Annual)—When almost all other flowers have faded, Cosmos are in their glory and bloom until hard frost kills them. Modern Cosmos are much larger and finer colored than the old-fashioned kinds. Plant them for backgrounds to large borders or for screening unsightly places. White, pink, crimson.

No. 2066—Giant Early Blooming. 4 feet. Blooms from July until frost. Mixed. Pkt., 10c.

DELPHINIUM (Perennial)—6-8 feet. No garden is complete without these lovely blue flowers that rise heavenward on long spikes; most stately and a glorious sight in the hardy border. White and lavender varieties are also to be found almost as beautiful as the blue. They will bloom the first year if seed is sown early indoors but the plants will be larger and the flowers finer in succeeding years.

No. 2080—Bill's Gold Medal Delphiniums in richest mixture. Pkt., 10c.

DIANTHUS—8-12 inches. The annuals are a riot of color—blood red, crimson, rose, pink, white, blotched and striped, stained and spotted in the most artistic manner. They begin to bloom in July and continue until frost; and often they survive the winter and bloom again even more profusely the second year.

No. 2085—Double Mixed. Pkt., 10c.

DIGITALIS (Foxglove)—5-6 feet. Grandmother's garden favorites, they belong in every hardy border. Their stately spikes are closely hung with large, thimble-like flowers in white, pink, purple, and rose shades. They do best the second year. June-July.

No. 2090—All Colors Mixed. Pkt., 10c.

Flower Seeds (Continued)

ESCHSCHOLTZIA (California Poppy)—1 foot. The golden glory of our western coast brought into your own garden. Sow them broadcast in beds, or wherever you want them to grow. The bright cup or Tulip-like flowers are exquisitely set off by the fine-cut bluish-green foliage.

No. 2110—**Golden West**. The largest of all; rich golden yellow flowers 4-6 inches across. Pkt., 10c.

No. 2111—**Crimson King**. Crimson scarlet; very showy. Pkt., 10c.

No. 2112—**Finest Mixed**. Including every shade known in California Poppies. Pkt., 10c.

FORGET-ME-NOT (Myosotis).

No. 2120—**True Forget-me-not**. A late blooming, blue-flowered, perennial specie which remains in bloom most of the summer. Likes a moist, partly shady place. Pkt., 10c.

GAILLARDIA (Blanket Flower).

No. 2132—2-2½ feet. Large bright colored flowers on long stems. They grow in almost any position or soil, and need little or no protection. In bloom from June until frost. Excellent for cutting. Pkt., 10c.

GYPSOPHILA (Perennial Babys Breath).

No. 2147—**Perennial Gypsophila**. 3-3½ feet. A deep-growing, lime-loving plant with scant bluish foliage, much branched flower clusters and multitudes of tiny white flowers. Fine for the border and for cutting. June-July. Pkt., 10c.

HELICHRYSUM (Annual Straw Flower).

No. 2115—3 feet. Erect plants with heavy green foliage and large, double, daisy-like flowers—yellow, orange, red, pink and white. The flowers keep their colors and can be preserved for winter bouquets. Pkt., 10c.

HOLLYHOCK (Perennial).

No. 2155—6-7 feet. Hollyhocks are beautiful and no hardy border is complete without them. They must have a place in every old-fashioned garden. We have a very fine strain of double hollyhocks saved from a prize collection—pink, white, rose, red and yellow. Pkt., 10c.

LARKSPUR (Annual)—2-4 feet. These are wonderfully showy in beds or in the border. Their long slender flower spikes are extremely graceful, and the colors bright-blue, purple, pink and carmine. Sow early outdoor in shallow drill for early summer blooming.

No. 2180—**Tall Branching Larkspur Mixed**. Pkt., 10c.

LUPINES—2-3 feet. These should have a place in every garden. The foliage is graceful and the flower spikes rise above the solid mass of gray-green foliage which sets them off wonderfully. They are thickly set with pretty pea-shaped flowers in blue, pink and white.

No. 2195—**Tall Annual Mixed**. Pkt., 10c.

MARIGOLD (Annual)—When most of the summer flowers have faded and the garden begins to look brown and bare they burst forth and stand out in all their cheerful brilliancy. Old-time favorites.

No. 2201—**African Double Mixed**. 3 feet. Including all shades of orange, yellow and lemon. Pkt., 10c.

MIGNONETTE (Annual)—The good, old-fashioned sweet Mignonette that grandmother used to love. Plant it in rich soil in a half shady spot, where it gets just the morning sun.

No. 2213—**Choice Mixed**. Pkt., 10c.

MORNING GLORIES (Annual)—Great improvements have resulted in flowers of extraordinary size and the colors are most varied and exceedingly brilliant. For shade and beauty you cannot plant a better vine.

No. 2227—**Tall Morning Glory**. Pkt., 10c; oz., 15c.

NASTURTIUMS (Annual)—Plant masses of them for there isn't another flower that gives more for the little care it takes. They grow in the poorest soils. All they want is sunshine and an occasional rain to flourish most abundantly. The tall varieties are fine for covering fences, stone walls, rockeries and are splendid in window boxes or hanging baskets, while the dwarf sorts should be used for beds and borders.

No. 2230—**Bill's Sunbeam Mixture of Giant Flowering Dwarf Nasturtiums**. 1 foot high. An unequaled mixture comprising every conceivable color and shade. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.25.

No. 2232—**Bill's Rainbow Mixture of Tall or Climbing Nasturtiums**. 4 feet high. The richest assortment, including every known color; flowers of the largest size. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.25.

PANSIES—Give them a half shady spot and they will bloom all through the season. For early Spring flowers, sow the seeds in July and August and cover the plants over winter with leaves. Pansies are always largest in early spring when the weather is cool and the soil moist. Spring sowing should be made in early April before the weather gets hot. Our Pansies are unsurpassed for size, form and color range.

No. 2245—**Bill's Sunbeam Mixture of Pansies**. A mixture of all colors. Pkt., 10c; ½ oz., \$1.25.

PETUNIAS—Bloom all summer long until killed by hard frost, a constant feast for the eyes. One of the most satisfactory and effective annuals we know, extremely showy and most satisfactory for every decorative purpose.

No. 2250—**Striped and Blotched Bedding Petunias**. Very free flowering. For bedding, window boxes, vases and hanging baskets, including a great assortment of beautiful colors. Pkt., 10c.

No. 2251—**Rosy Morn**. A lovely shade of soft pink. Blooms profusely. Very attractive in beds. Pkt., 15c.

PHLOX DRUMMONDII—12-18 inches. They grow quickly from seed and bloom continuously until killed by frost. White, pink, rose, crimson, and buff are among the colors and they are also quite fragrant. Sow outdoors when the trees begin to leaf out or for early results start in a cold-frame or hot bed in March and transplant outdoors in May when the weather is warm.

No. 2255—**Large Flowering Finest Mixed**. A superb assortment of richest colors. Pkt., 10c.

PORTULACA (Annual Rose Moss)—The hottest spot in your garden suits them best. They grow everywhere, provided they have sun, and bloom continuously until hard frost kills them. Try them as a ground covering in rose beds or Beds of Gladiolus.

No. 2261—**Finest Double Mixed**. About 50 per cent of the plants can be expected to be double. Pkt., 10c; ½ oz., \$2.00.

POPPIES (Annual)—A Poppy bed will afford you a great deal of pleasure as you watch them grow and develop. They are a constant surprise and delight and easily grown. Just scatter the seed broadcast where you want them to grow, keep out the weeds, and that is all they require.

No. 2270—Shirley Poppies. Exquisitely dainty in texture and tints, like fairy work, so silky and tissue-like do they appear. Pkt., 10c; oz., 35c.

No. 2278—Double Carnation Flowered Poppies, Mixed. Flowers double, feathered and fringed, striped and penciled in the most dainty colors. Pkt., 10c; oz., 35c.

SALVIA (Annual Sage).

No. 2295—Splendens (Scarlet Sage). 2-3 feet. It is known to us all and its value as a bedding plant is undisputed. It fills the garden with its intense scarlet color until everything else is gone. Sow seed in the house in March and April and transplant outdoors in May, setting the plants 1 foot or more apart. Pkt., 10c.

No. 2296—Patens (Gentian Sage). 2 feet. A small loose growing plant with downy leaves and large intensely blue flowers loosely arranged on slender stems. Pkt., 10c.

SWEET WILLIAM—They are short-lived plants, best treated as biennials, hence make fresh sowing often. They bloom profusely in June and July in brilliant pinks, reds and whites; slightly sweet scented.

No. 2331—Giant Flowering Double Mixed. Pkt., 10c.

SWEET PEAS.

No. 2395—Bill's Gorgeous Rainbow Mixture of Large Flowering Grandiflora Sweet Pea. The richest and most carefully proportioned mixture ever offered. Every known color is included in equal proportions. We have also included some new varieties, some of them handsomely frilled and fringed. They are "everybody's" flowers and are easily grown and bloom most abundantly. Sow the seeds just as soon as the frost is out of the ground to give them a good root growth before warm weather sets in. Make the soil rich and keep it moist and you will always have good Sweet Peas. Pkt., 10c; oz., 15c; ¼ lb., 30c; lb., \$1.00.

GIANT SPENCER SWEET PEAS

The new type of Giant Spencer or Orchid Flowered Sweet Peas has entirely replaced the once popular standard varieties. Spencer carries from 3 to 4 large beautifully waved and fluted flowers on a stem; the vines grow vigorously and the stems are often 12 to 15 inches long. The flowers are seldom less than 2 inches across. To make it easy for you to pick the best, we offer the distinct colors, each representing what we consider the very finest of its particular color.

No. 2350—White Spencer. The largest and best white. Beautifully frilled. Pkt., 10c; oz., 25c; ¼ lb., 75c.

No. 2351—Frilled Pink Spencer. A clear pink of extraordinary size. Pkt., 10c; oz., 25c; ¼ lb., 75c.

No. 2352—Lavender Orchid. A charming soft lavender of wonderful size, always four on a stem. Pkt., 10c; oz., 25c; ¼ lb., 75c.

No. 2353—Royal Purple. A rich rosy purple, waved and fluted. Pkt., 10c; oz., 25c; ¼ lb., 75c.

No. 2354—Giant Red Spencer. Deep rich carmine-scarlet flowers of immense size and finest waved form. Pkt., 10c; oz., 25c; ¼ lb., 75c.

No. 2355—Primrose Spencer. Clear primrose. Beautifully waved. Pkt., 10c; oz., 25c; ¼ lb., 75c.

No. 2356—Orange Orchid. Intense flaming orange. Shows up wonderfully under electric light. Very large and frilled. Pkt., 10c; oz., 25c; ¼ lb., 75c.

No. 2357—The Collection of 7. 1 Pkt. of each color, 50c.

No. 2390—Bill's Sunbeam Mixture of Giant Spencer Sweet Peas. Prepared for us from a carefully studied formula containing a beautiful blend of seventy-five varieties and every color known to Sweet Peas. Pkt., 10c; oz., 25c; ¼ lb., 70c; ½ lb., \$1.25; lb., \$2.25.

VERBENAS (Mammoth Annual).

No. 2405—Verbenas are one of the most satisfactory flowering plants for bedding. In a remarkably short time the ground is completely hidden by a dense carpet of green foliage, forming a most effective background for their brilliantly colored flowers. Our Mammoth strain includes all colors. Pkt., 10c.

ZINNIAS (Annual)—Flowers from 6 to 7 inches across, double to the very center; you will never be contented again with the regular Zinnias after you have once grown our Improved Giant Zinnias. The colors are handsome, all the dull and ugly magenta shades have been weeded out—golden, orange, crimson, pink, white flesh, terra-cotta, scarlet and purple abound in our fine mixture. Sow the seeds in the open when the trees begin to leaf out and transplant to 1 foot apart.

No. 2420—Bill's Giant Flowering Tall Double Mixed. 3 feet. Pkt., 10c.

BILL'S SURPRISE WILD GARDEN MIXTURE

No. 2431—Over five hundred different kinds are included in this mixture. You will derive a great deal of pleasure from a big bed or border of our Mixed Annuals. Sow them broadcast on embankments or the edges of woodlands where they can flourish undisturbed, seed again and perpetuate themselves from year to year. Pkt., 10c; oz., 20c; ¼ lb., 45c; lb., \$1.25.

GARDEN TROWEL

Better have one of these packed with your bulbs. Large enough to really do something. We use dozens of them when we dig our bulbs. Each, 50c.

WOODEN GARDEN LABELS

Painted, ¾ x 8 in., 1c each

This is the best thing available for a temporary marker. Simply write names on the label with pencil. Packed with your seed order.

IMPROVED METAL TREE LABEL

USE THIS FOR YOUR GLADS

An indestructible label. For use on trees, bulbs, shrubs, vines and transplants. Made of copper alloy or zinc, impervious to weather conditions, and so constructed that the wire cannot cut through the metal.

Lay the label on a pad (folded newspaper) writing with a stylus or hard pencil. Stylus supplied, no charge, with every box of 100 labels.

SIMPLE LEGIBLE PERMANENT

No. 1 Size—¾ in. x 3½ in., 25 for 60c; 100 for \$2.00. Order Them Packed With Your Bulbs.

Vegetable Seeds

We offer only the best varieties that will produce the most abundantly for you.

BEANS

No. 22—Improved Golden Wax. Early, flat, stringless and a bountiful producer. The plants are simply loaded with them and yield for a long time. This bean is very early and a very dependable sort for the home garden or for market. Pkt., 10c; $\frac{1}{2}$ lb., 30c; lb., 45c; 2 lbs., 80c.

No. 31—Stringless Green Pod. Early podded, stringless. Solid and tender. A strictly stringless, extra early variety producing long, round, very fleshy, exceedingly tender and very brittle pods. The flavor is most delicious; pods retaining their delicate green color after cooking. Pkt., 10c; $\frac{1}{2}$ lb., 25c; lb., 35c; 2 lbs., 60c.

No. 51—Kentucky Wonder Pole Bean. Marvelously prolific, thick, stringless green pods. Tender and delicious. The poles are simply covered from top to bottom with great clusters of tender pods from 8 to 10 inches long—you can pick them by the handfuls and the more you pick the more will come; they bear continuously from July until cut down by frost. Pkt., 10c; $\frac{1}{2}$ lb., 25c; lb., 35c; 2 lbs., 60c postpaid. Not prepaid. (1 pk., 15 lbs.), \$3.00; (1 bu.), \$11.50.

No. 62—Burpee's Bush Lima. The old standard variety; of true bush form with pods as large as those of the Pole Lima. The beans are flat and of a rich buttery flavor. Pkt., 10c; $\frac{1}{2}$ lb., 25c; lb., 35c; 2 lbs., 65c postpaid. Not prepaid. 15 lbs., \$3.25; 60 lbs., \$11.50.

No. 75—King of the Garden Pole Lima. An old, well known standard sort. A strong grower and uniformly large podded. The pods frequently contain 5 to 6 very large beans. Beans of excellent quality, easily shelled. A heavy yielder. Pkt., 10c; lb., 40c postpaid. Not prepaid, 10 lbs., \$2.60; 25 lbs., \$5.75.

No. 90—New Acme Beets. Perfect in shape, deep blood red in color, tender and delicious in flavor, the first on the table and the best for canning or storing. It does not matter what purpose you want Beets for our "New Acme" is the very finest and most thoroughbred you can grow. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; $\frac{1}{2}$ lb., 65c; lb., \$1.00.

No. 105—Swiss Chard Beet. Grown entirely for its tops which are used like greens. It furnishes a delicious substitute for Spinach all through the Summer and Fall. The large, broad ribs can be used like asparagus. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 30c; lb., 90c postpaid.

CABBAGE

No. 131—Danish Round Head. Absolutely true to type and the finest cabbage of its kind in existence. The heads are as firm as a rock. Owing to the very short stem, close planting is possible. We can only supply a limited amount of this seed this year and would suggest prompt ordering. Pkt., 20c; oz., 75c; $\frac{1}{4}$ lb., \$2.75; lb., \$10.00.

No. 135—Copenhagen Cabbage. Very fine. Stem short, heads large, round and solid, with few outer leaves. Of an upright growth. Pkt., 10c; oz., 45c; $\frac{1}{4}$ lb., \$1.50; lb., \$5.00.

CARROTS

No. 170—Danvers Half Long. The finest flavored most perfect Carrot in shape, color and quality we know of. Large, thick, perfectly smooth roots of uniform size, tapering slightly, with a blunt point, almost coreless. The flesh is rich orange color, fine grained and delicately flavored. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 35c; $\frac{1}{2}$ lb., 65c; lb., \$1.10.

No. 175—Gold Standard. This early, tender fine grained and deliciously flavored carrot has held its leadership since its introduction, and is still one of the best varieties that we know of. It is half long, deep scarlet orange, small tender core and very uniform in size. Pkt., 10c; oz., 30c; $\frac{1}{4}$ lb., 75c; $\frac{1}{2}$ lb., \$1.40; lb., \$2.50.

SWEET CORN

No. 237—Gold Standard. This is an extra early yellow Sweet Corn. It is nearly two weeks earlier than the ordinary Golden Bantam with ears a little longer and having 10 to 12 rows and a rich, sweet and buttery flavor. Just think what this means to the Market Gardener who has been depending upon a white corn for his early corn market. Pkt., 10c; $\frac{1}{2}$ lb., 25c; lb., 40c; 2 lbs., 70c, postpaid. Not prepaid, 12 lbs., \$3.50; 50 lbs. (1 bu.), \$12.50.

No. 239—Bantam Evergreen. The finest, sweetest and largest second early Sweet Corn. A cross between Golden Bantam and Stowell's Evergreen, combining the best qualities of both. Just as sweet and luscious as Golden Bantam, with ears nearly as large as those of Stowell's Evergreen. Fully 8 to 9 inches long, 12 rowed, broad, deep grains of a rich golden yellow color. Pkt., 10c; $\frac{1}{2}$ lb., 20c; lb., 30c; 2 lbs., 50c, postpaid. Not prepaid, 12 lbs., \$2.35; 50 lbs. (1 bu.), \$9.00.

No. 241—Golden Bantam. This is the best known, richest flavored and most popular Sweet Corn grown today. The ears are 6 to 8 inches long, usually 8 rowed. Pkt., 10c; $\frac{1}{2}$ lb., 20c; lb., 30c; 2 lbs., 50c postpaid. Not prepaid 12 lbs. \$2.25; 50 lbs. (1 bu.). \$8.50.

CUCUMBERS

No. 283—Early Fortune. The finest type of White Spine yet produced. Early, very productive and disease resistant, fruit nine inches long, slightly tapering; flesh white, very firm and crisp, with very few seeds; color rich, dark green, which does not fade when shipped a long distance. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.10; 10 lbs., \$9.50.

No. 291—Early Cluster. Principally grown for pickling. Fruits small, usually borne in pairs, light green; enormously productive. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 35c; 1 lb., \$1.00.

No. 310—Batavian Endive. A favorite thick ribbed variety with early broad leaves slightly curled. Forms large plants full of leaves crisp and tender. Pkt., 10c; oz., 20c; $\frac{1}{4}$ lb., 45c; lb., \$1.35.

LETTUCE

No. 340—Black Seeded Simpson. A big, loose heading, tender and very crisp Lettuce. The leaves are of enormous size of a light green color and handsomely frilled. Pkt., 10c; oz., 15c; ¼ lb., 55c; lb., \$1.60.

No. 359—Gold Standard. This is a wonderful variety, producing large, compact heads, very early and an excellent shipping lettuce. The heads are a lightish green without the bronze edge and can be used for either early or late sowing. Pkt., 15c; oz., 35c; ¼ lb., \$1.25; lb., \$4.00.

No. 371—Bender's Surprise Muskmelon—It is sweet and delicious, nearly round in shape, very large, often weighing from 8 to 10 lbs.; is a strong grower, a heavy yielder, and of handsome appearance. The flesh is firm deep orange color. Pkt., 10c; oz., 20c; ¼ lb., 80c; lb., \$2.60.

No. 400—Monte Cristo Watermelon. An oblong Melon of good size and one of the sweetest and best flavored in cultivation; ripens anywhere. Has a beautiful appearance, dark green skin, thin rind, scarlet flesh, and is very solid, firm and most luscious. Pkt., 10c; oz., 15c; ¼ lb., 25c; lb., 70c.

No. 464—Gold Standard Onion. It being about two weeks earlier than the regular Globe Danvers, makes it very profitable for the Onion Grower to use. Globe shaped, small neck, beautiful color, hard and solid which makes it a wonderful keeper. Pkt., 10c; oz., 30c; ¼ lb., 85c; lb., \$3.25.

No. 492—Large Sugar Parsnip. The popular variety with market gardeners. Long, smooth, very thick at top, tender and sugary. Oz., 10c; ¼ lb., 25c; lb., 65c.

PEAS

No. 500—Laxtonian. The vines grow only 18 inches high and require no staking, but are nevertheless extremely productive. The pods are large, dark green in color and contain regularly from 8 to 9 large peas, most deliciously sweet and tender. Pkt., 10c; ½ lb., 25c; lb., 40c; 2 lbs., 70c, postpaid. Not prepaid, 14 lbs. (1 pk.), \$2.75; 56 lbs. (1 bu.), \$9.50.

No. 503—Thomas Laxton. Another very fine extra early Pea, with the great advantage of ripening its pods nearly all at one time, a feature of the greatest value to market gardeners with whom this sort is a great favorite. Pkt., 10c; ½ lb., 25c; lb., 40c; 2 lbs., 70c, postpaid. Not prepaid, 14 lbs. (1 pk.), \$2.50; 56 lbs. (1 bu.), \$9.00.

No. 511—Improved Telephone (4 feet). The best Pea for a main crop. Delicious in quality, enormous pods and tremendously prolific. The pods are very dark green, often measure 5 to 6 inches in length and are always closely filled with delicious sweet peas and of large size. Pkt., 10c; ½ lb., 25c; lb., 40c; 2 lbs., 70c, postpaid. Not prepaid, 14 lbs. (1 pk.), \$2.50; 56 lbs. (1 bu.), \$9.00.

No. 571—Sugar or Pie Pumpkin. Small but fine grained tender Pumpkin. Excellent keeper and delicious for pies and canning. Round with orange skin, very productive. Pkt., 10c; oz., 15c; ¼ lb., 25c; lb., 75c.

RADISH

No. 601—Scarlet, White Tipped. Round, deep, scarlet, with handsome white tip at the bottom; very early, tender, and crisp. Excellent for forcing or outdoors. Pkt., 10c; oz., 15c; ¼ lb., 35c; lb., \$1.00.

No. 602—Early Deep Scarlet. Round, deep red, small top and roots; a good sort for outdoors; stands the heat well without becoming pithy. Pkt., 10c; oz., 15c; ¼ lb., 30c; lb., \$1.00.

No. 607—Iceberg Radish. A delicious, long white radish, brittle, transparent, cooling and for all the world like an iceberg. The finest and most satisfactory Radish to grow during the Summer and Fall. The roots grow 4 to 5 inches long and are ready for use in 20 days. Pkt., 10c; oz., 15c; ¼ lb., 35c; lb., \$1.00.

SALSIFY (Oyster Plant).

No. 641—Large, thick, smooth roots. Succeeds well on most soils. A great favorite with market gardeners. We offer a very fine strain. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.60.

BLOOMSDALE SPINACH.

No. 655—Very early, most prolific, hardy as well as the handsomest of all varieties in appearance. Its leaves, which are produced in greatest confusion, are intensely crumpled and curled, as much so as the Savoy Cabbages. Oz., 10c; ¼ lb., 20c; lb., 50c.

SQUASH

No. 672—Early Crookneck. The well-known popular crook or goose neck squash, early, yellow skinned and much wanted. Should be used when very small. Pkt., 10c; oz., 15c; ¼ lb., 30c; lb., \$1.25.

No. 690—Green Hubbard. The finest flavored and longest keeping Squash today and perhaps more widely grown than any other variety. Fruits are large, heavy, moderately warted, dark bronze green shell, bright orange yellow flesh, fine grained, thick and dry. Pkt., 10c; oz., 15c; ¼ lb., 35c; lb., \$1.35.

No. 763—Purple Top White Globe Turnip. A fine, big white Turnip with tender, fine grained, pure white flesh which retains its sweetness even when old; matures quickly and remains perfect even when stored. A most profitable variety for market; also greatly relished by stock. Pkt., 10c; oz., 15c; ¼ lb., 25c; lb., 65c.

No. 780—Long Island Ruta Bagas. The largest, most productive, finest grained and sweetest of all the golden fleshed varieties, more extensively grown than any other variety. Very firm; roots globular, with a very small short neck. Pkt., 10c; oz., 15c; ¼ lb., 25c; lb., 65c.

PEONIES

While we have many Peony varieties in limited quantity, we are offering below only a select list of the best at moderate cost

CULTURAL DIRECTIONS

Peonies should be planted in fertile, well-drained soil, and where they will get the full sun at least half the day. They will not do well in poorly drained ground, nor where water stands about their roots during any part of the year.

Any garden soil will grow good Peonies, but the more care that is given to preparing the ground where Peonies are to be planted, the better the blooms will be. Under no circumstances should fresh manure be used around Peonies.

Set the planting divisions in the prepared soil at a depth so that the new eyes, or buds, will not be over 2 inches below the surface of the ground after the loose soil and the roots have settled.

For Spring Planting, Orders Must Reach Us before April 15th.

For fall planting by October 15th. By planting this spring you can gain a year on those planted the following fall.

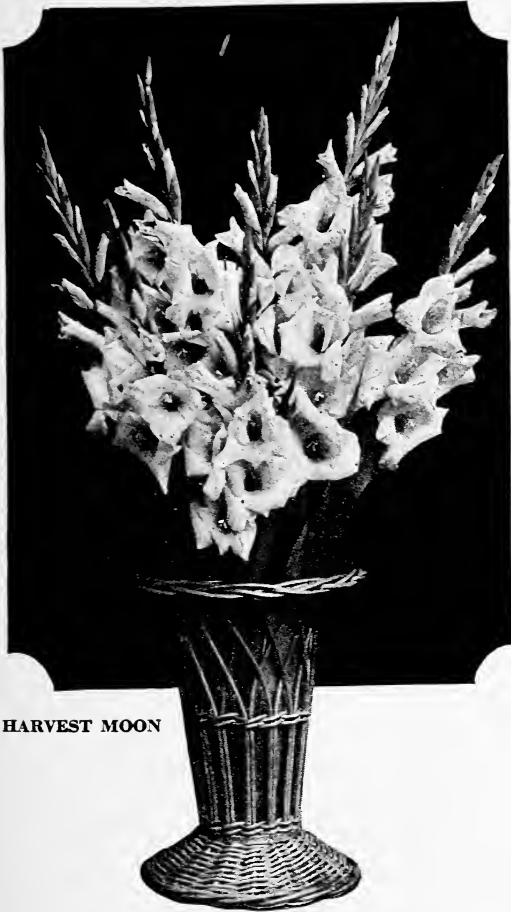
Variety	Price Each	Price Three
Alsace Lorraine—Rich creamy white.	\$1.50	\$4.00
Asa Gray—Salmon flesh; flecked lavender.	1.25	3.00
Avalanche—Very fragrant large white.	1.00	2.50
Baroness Schroeder—Delicate flesh pink; fragrant.	1.25	3.00
Cherry Hill—Deep garnet red; tall and early.	3.00	7.50
Couronne D'Or—Late pure white with yellow stamens.	1.00	2.50
Dutchess DeNemours—Extra early fragrant white.75	2.00
Edulis Superba—Extra early; fragrant, mauve pink.75	2.00
Felix Crousse—Clear brilliant red; midseason.	1.00	2.50
Festiva Maxima—White flecked crimson; large.75	2.00
Fragrans—Dark pink; fragrant; very late.50	1.25
Jubilee—Largest white; lacy petals.	2.00	5.00
Karl Rosenfield—Rich velvety crimson.	1.50	4.00
Kelway's Glorious—Second highest rated white peony.	8.00	20.00
Lady Alexander Duff—Beautiful cup-shape; pale pink.	2.50	6.00
La Tulipe—Lilac white, streaked carmine.	1.00	2.50
Le Cygne—The perfect white.	8.00	20.00
Livingstone—Silver tipped pale lilac rose.	1.00	2.50
Martha Bullock—Extra large; silvery shell pink.	7.00	18.00
Mary Livermore—Rose pink-tipped white.	2.00	5.00
Mme. De Verneville—Extra fragrant; blush white.	1.00	2.50
Mons. Jules Elie—Enormous blooms; lilac rose.	1.25	3.00
Mons. Martin Cahuzac—The darkest peony.	3.00	8.00
Officinalis Rubra—The old-fashioned extra early double red peony.	1.00	2.50
Primevere—Nearly a true yellow.	2.50	6.00
Queen Victoria—White splashed crimson.50	1.25
Sarah Bernhardt—Apple blossom pink.	1.50	4.00
Souv. de Expo. Universalle—Fragrant bright violet rose.75	2.00
Solange—Creamy white shaded orange salmon.	3.00	7.50
The Moor—Large single; dark garnet.	2.00	5.00
Therese—The world's best fragrant pink.	3.00	7.50
Walter Faxon—Soft coral pink, tinted salmon.	3.00	7.50
Welcome Guest—Free blooming lilac pink.	1.50	4.00

The **BIG THREE**, Felix Crousse, Festiva Maxima and Mons. Jules Elie. One plant of each for \$2.00.
Three sets for \$5.50.

Any \$10.00 worth of Peonies at the Each or Three price for \$ 9.00.

Any \$25.00 worth of Peonies at the Each or Three price for \$20.00.

(Continued from page 8)



HARVEST MOON

HARVEST MOON—Marguerite yellow, shaded deeper at the center, which carries a faint line of Chinese violet. Strong, vigorous growth, with 16 or more buds. Flowers placed in a double row, facing properly and of good size. Excellent substance, good keeper, opening 8 or more flowers at once. Made a distinct hit at the Toledo Show. Each, 50c; 3 for \$1.25; doz., \$5.00.

GWYNDOLIN (New 1930)—Deep rose color with exquisite throat markings. Very tall, strong and straight, large flowers, well open. Each, 50c; 3 for \$1.25; doz., \$5.00.

HEY DAY (New 1930)—Begonia rose with a neat throat feather of carmine and white midribs on the petals. Large open flowers, petals waved and several open at once. Each, 50c; 3 for \$1.25; doz., \$5.00.

HILDA—A big, husky, geranium pink, with light throat. Each, 15c; 3 for 40c; doz., \$1.50.

HOPEWELL WHITE—Another pure white, with vigorous, strong growth, well formed spike, good, large flowers. We believe this will prove an excellent forcing white, as it never shows any flaking of color. Gersdorff has rated it at 90.6 as a commercial white, putting it in the class of Super Glads. Each, 40c; 3 for \$1.00; doz., \$4.00.

IDYLL—Very large, round flowers of brilliant geranium pink. Picric yellow throat, with feather of aster purple. Flowers open wide, well placed, heavy substance, slightly frilled. Each, 50c; 3 for \$1.25; doz., \$5.00.

JENNY LIND (Hoeg)—Shrimp pink deepening to Geranium pink at tips of petals. Ruffled and petals reflexed at tips. Compact spike makes it one of the best for floral work. Each, 15c; 3 for 40c; doz., \$1.50.

KATINKA—A dainty white, very ruffled, with a heavy, distinct plume of Phlox purple. The combination is very striking. Each, 50c; 3 for \$1.25; doz., \$5.00.

KOKOMO—Rich velvety shade of pomegranite purple with large striking throat blotch of light yellow. Dainty carmine lines across the yellow blotch on lower petals. Entirely different shade than anything else in our collection. Nearly every bulb sends two or three bloom stalks. First shoots bloom rather early and other shoots keep coming on at intervals. A row of these gave flowers for two months. A wonderful variety for landscape decoration. Each, 15c; 3 for 40c; doz., \$1.50.

LA PETITE—An orchid type of flower, medium size and very dainty. Two lower petals pinard yellow. Other petals white, flushed with mallow pink and deeper at the tips. Extra fine for dainty vase and basket decoration. Each, 50c; 3 for \$1.25; doz., \$5.00.

LA ROSE—A pure, self color of deep, Tyrian rose, with extremely velvety surface. Heavy petals, good foliage, excellent form, wide open flowers. A new variety that is sure to please the most exacting fancier. Gersdorff puts this in the Super Glad Class, rating it 90 for exhibition. Each, 50c; 3 for \$1.25; doz., \$5.00.

LEGION GOLD—The deepest yellow we have. Very tall, straight, several flowers open, pure empire yellow. A hooded Primulinus Hybrid. Each, 50c; 3 for \$1.25; doz., \$5.00.

LUCIFER—Peach red, with large throat blotch of sulphur yellow. Flowers 5 inches across, 5 to 7 open, makes a wonderful landscape variety as it never falls over. Blooms very early. Each, 50c; 3 for \$1.25; doz., \$5.00.

MRS. LEON DOUGLAS—Ground color begonia rose striped with flame and brilliant scarlet. Lip pale yellow, slightly speckled with ruby. The flowers are very large and well open. Spikes are extra long. A winner at every show. Each, 15c; 3 for 40c; doz., \$1.50.

NOBILIS—One of those velvet deep reds. It does not fade in wet weather, as most others of this type do. Ridgeway's Color Chart calls it Amaranth purple. Many massive, frilled flowers open at a time. Each, 50c; 3 for \$1.25; doz., \$5.00.

Dear Bill,—Those Glads received from you
Were every one a hammer,
They rested and excited me,
And gave me a gladsome summer.

The packages I sold for you
Brought words of praise and cheer;
Yours for a gladsome Christmas,
And a Happy, Glad New Year.
—“Ben the Glad.”



LUCETTE

LUCETTE (Bill's Origination)—As seen growing in the fields it appears to be absolutely pure white, but backs of petals carry a trace of phlox pink which imparts an alluring orchid sheen to the flowers. Lower petals have a dainty, subdued feather of wonderfully soft phlox pink. As a commercial white, it is ideal in color and form. Also well adapted for mass planting in landscape work. Extra good as a forcing white. Each, 5c; 3 for 15c; doz., 50c; per 100, \$3.00.

NOMAD—This belongs in the smoky blue class. Immense flowers of Persian lilac shaded to Bishop's violet at the tips. Heavy cream zone across the lower petals. **Nomad** made a hit with our visitors this season. Vigorous grower with 6 flowers open at once on strong stems. Each, 50c; 3 for \$1.25; doz., \$5.00.

ODIN—Large perfectly formed flowers of salmon pink. Small carmine blotch. Each, 10c; 3 for 25c; doz., \$1.00.

PINEHURST—Sulphur yellow, with pale greenish yellow throat. Very tall, strong grower, with 18 or 20 buds on a stalk. Usually opens 6 to 8 flowers at a time. Good size blooms, well placed, facing regularly. Each, 10c; 3 for 25c; doz., \$1.00.

PINK PRIDE—This produces a very large, loose flower head, with 6 to 8 massive flowers open at once. Good, vigorous grower. Rosalane pink, flushed and flaked with Tyrian pink. An extra fine new Glad. Each, 40c; 3 for \$1.00; doz., \$4.00.

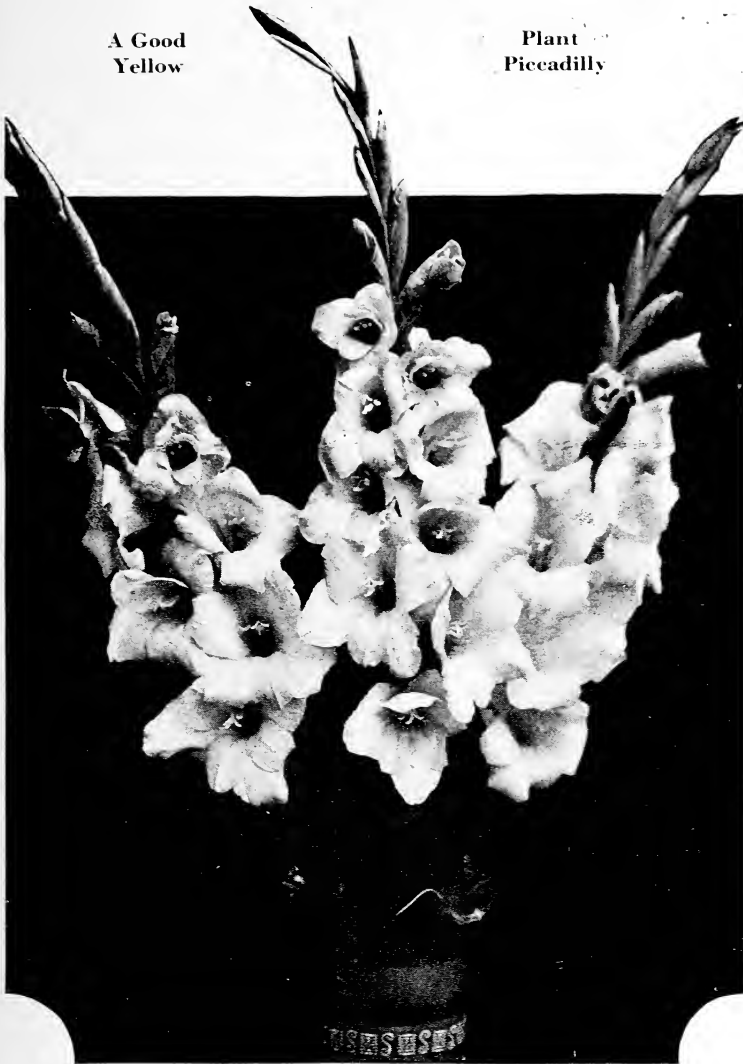
OPALESCENT—Wonderful spikes of very large, pale rose lavender. A pure self color, with soft, lilac throat lines. A vigorous grower, with excellent foliage and strong, straight bloom stalks. Flowers well placed, with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named. One of the best in our list for cutting and shipping. Gives excellent results as a variety for greenhouse forcing. Rated 97 per cent as a commercial flower by Gersdorff. **OPALESCENT** received Special Award of Merit by the American Gladiolus Society in 1924. Each, 10c; 3 for 25c; doz., \$1.00; 100, \$5.00.



OPALESCENT

A Good
Yellow

Plant
Piccadilly



PICCADILLY

PICCADILLY—Pure creamy yellow, with amber throat. Wonderful strong spikes, with many large flowers open at a time. This is one of the finest we have to offer. Rated 98 per cent as a commercial variety by Gersdorff. Each, 20c; 3 for 50c; doz., \$2.00.

PIPPIN—Soft plush Eosine pink flowers of large size on tall straight stems. Neat feather and stippling of Eugenia Red on cream throat. Strong grower and a wonderful flower. One of the best and most prolific. Excellent for market cut flowers. Each, 15c; 3 for 40c; doz., \$1.50.

PRIDE OF LANCASTER (Ruffled)—Brilliant orange salmon, with deeper orange throat. Each, 10c; 3 for 25c; doz., \$1.00.

TULIPS AND NARCISSUS

We import the finest stock and will issue a price list in June. If you want one, please ask for it.

PRIMULINUS SPECIE — Native of South Africa. Small flowers of rich, deep, pure yellow. Very useful in landscape plantings. Each, 10c; 3 for 25c; doz., \$1.00.

RED JACKET—Large, flaming scarlet flowers, borne on tall, straight spikes. An excellent keeper, with slightly ruffled petals. Named for the celebrated Chief of the Seneca Indians, who founded the village of Canandaigua, where this warrior flower was produced. Each, 25c; 3 for 65c; doz., \$2.50.

ROSALIND (Ruffled)—A massive, ruffled variety of rich analine red, with deeper throat. One of the best ruffled ones. Each, 30c; 3 for 80c; doz., \$3.00.

ROSE OF SHARON—Pure rose color, with large, white center blotch. Resembles an Althea flower in form and color. Nothing else in our list similar to it. Each, 40c; 3 for \$1.00; doz., \$4.00.

RUSTLER—Very large, salmon pink, with a butterfly throat. Strong zones of yellow across the lower petals and a carmine feather. Vigorous grower, several large, wide open flowers at a time. A particularly stylish form of flower. Each, 75c; 3 for \$2.00; doz., \$7.50.

“ROTARY” WHITE—Pure white, tall, strong grower. Several open at once, slightly frilled. Buds pale greenish tint. Good substance and usually branched. Each, 25c; 3 for 65c; doz., \$2.50.

SERRATA—This is an entirely new type, with the petals serrated or lacinated on the edges. This type first appeared among my seedlings in 1919. The flowers are of good size and a clear cream color. Besides its unique beauty it is valuable to the breeder for producing others of this type. Strong, healthy grower, good seed producer and multiplies well. Each, 40c; 3 for \$1.00; doz., \$4.00.

SNOW DREAM—Whitest white. Lavender stamens. Very straight, slender stem, with 5 to 6 open at once. Flowers well placed on the stem and petals rolled at edges. Extremely dainty. Each, 50c; 3 for \$1.25; doz., \$5.00.



SUMMER DREAM

SUMMER DREAM—Light Eosine pink blending to milky white in the center. Silky surface texture. The illustration shows the form of the florets and the arrangement on the stem. Each, 75c; 3 for \$2.00; doz., \$7.50.

SPECTRUM—Too many colors to describe, so we just call it Spectrum. A yellow, brown and pink combination, early, ruffled, hooded and winged. Try it for variety. Each, 40c; 3 for \$1.00; doz., \$4.00.

SUPERIOR—Extremely large, bright red, with pointed petals. Strong grower; broad foliage and medium early. Each, 75c; 3 for \$2.00; doz., \$7.50.

TROOPER—Very large geranium pink *Primulinus Grandiflorus*, with faint ivory yellow throat. Extra strong, slender stem, very graceful. Each, 20c; 3 for 50c; doz., \$2.00.

VINACEA—Ridgway's chart calls the color Vinaceous shaded deeper and lightly flaked with Madder brown. Edges of petals are Smoky blue. A heavy feather of Amaranth purple bordered with a zone of light Coral red. A magnificent spike with 18 to 20 buds and 8 flowers open at once. Petals are very thick, waved and reflexed. Each, 25c; 3 for 65c; doz., \$2.50.

WHITE PREMIER—The finest of the new white varieties we are offering. Pure white without markings or flakings. Strong constitution, massive, heavy flower heads. We have not seen a pure white to equal this one. Gersdorff rates it 91.3 per cent commercial value. Each, 75c; 3 for \$2.00; doz., \$7.50.

WHITE WONDER—Pure white, with faint lavender pink flaking. Each, 10c; 3 for 25c; doz., \$1.00.

VICTOR—One of the largest ruffled varieties. A beautiful cream yellow, with heavy, ruby central lines. Tall, vigorous and extra fine. Exhibition variety. Each, 50c; 3 for \$1.25; doz., \$5.00.



VICTOR

PLANT A PLENTY



IN THE GARDEN SIX FEET TALL

VANITY

Delicate LaFrance pink, flushed over cream ground. Very large flowers of airy, graceful type, with slightly reflexed petals.

Unsurpassed for large baskets.

Won first prize at A. G. S. Show in New York City for handsomest floor basket.

The sensation of the New York wholesale cut flower market. Awarded First Class Certificate by the American Gladiolus Society in 1924. Strong, vigorous grower. Each, 10c; 3 for 25c; doz., \$1.00.

**BILL'S BULBS
BLOOM BEST**

WE WANT YOU!

To Become a Member of the *Empire State Gladiolus Society*

Send with Your Bulb Order

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\$2.00 to cover annual membership to May 1, 1931.

This fee to provide you with full membership advantages, including:

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2. The right to participate in all exhibitions of the American Gladiolus Society.
3. The right to compete for prizes offered by the Empire State Gladiolus Society at any exhibition.
4. To receive the A. G. S. Review, published monthly by the American Gladiolus Society.

Lucette and Opalescent

Free with Annual Membership

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Membership in this society is of immense value to the ever-increasing multitudes of Glad Fans. With your membership you receive monthly the official publication of the society, with high-class, timely articles relating to the growing of Glads. This monthly review tells more about your favorite flower than any other publication in the world.

Annual membership only \$2.00.

Send your membership fee to us and we will send you, absolutely free, one bulb each Lucette and Opalescent.

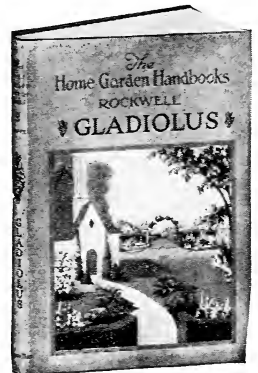
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By F. F. Rockwell

The book all beginners and amateur growers should have. Contains 96 pages, illustrated with detail sketches, telling all the things you have wanted to know.

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By McLean, Fischer and Clarke

A practical and comprehensive review of the entire Gladiolus family in all its numerous ramifications. It tells about the races and types of the different breeders, what they have worked with and how the different species have come to influence the different strains. The cultural treatment is of the most practical kind. In fact, the volume is just what it says—"The Book of the Gladiolus"—illustrated with 24 pages of half-tone and black and white, and four pages of color plates, showing the history and evolution of the Gladiolus. This is the book all Gladiolus lovers have been waiting for.

Regular price is \$5.00. No discounts.

If you order this book through us we will send you, free, three bulbs each of Lucette, Vanity and Opalescent.

INDEX AND PRICE LIST

ALL BULBS LISTED BELOW INCLUDE TRANSPORTATION PREPAID.

This forms an index to all varieties listed in the catalog. You may order six at half the dozen price.

NOT LESS THAN 50 BULBS AT THE 100 RATE.

We cannot supply quantities or sizes where the prices are left blank.

Page	Variety	Full Size 1 1/4" to 2"		Each	Half Size 3/4" to 1"		Per 100	Small Size 1/2" to 3/4"			
		Per 25	Per 100		Per Doz.	Per 25		Each	Per Doz.	Per 25	Per 100
11	Albion.....	\$.90	\$3.00	\$.30	\$.60	\$2.00	\$.20	\$.35	\$1.25
11	Alice Tiplady.....	.80	2.5025	.50	1.5015	.25	.75
11	Allen V. Bunce.....	7.00	25.00	\$.30	3.00	5.00	18.00	\$.20	2.00	3.50	12.00
11	Alma Mater.....	8.50	30.00	.35	3.50	6.00	20.00	.25	2.50	4.50	15.00
11	Altair.....	2.00	6.00	.07	.70	1.30	4.00	.05	.50	.90	3.00
11	America.....	.80	2.5030	.50	1.7520	.30	1.00
11	Angola.....	.90	3.0030	.60	2.0020	.30	1.00
11	Antique.....	4.50	15.00	.20	2.00	3.50	13.00	.15	1.50	2.50	9.00
11	Arabia.....	4.50
11	Araby.....	8.50	30.00	.35	3.50	6.00	20.00	.25	2.50	4.50	15.00
11	Aristocrat.....	8.00	28.00	.30	3.00	5.00	18.00	.20	2.00	3.50	12.00
11	Autumn Tints.....	9.00
12	Beatrice.....	2.50	8.00	.10	1.00	1.75	6.00	.07	.50	.90	3.50
12	Betty Bunce.....	3.50	12.00	.15	1.50	2.25	8.00	.10	1.00	1.60	5.00
13	Betty Joy.....	4.00	12.00	.20	1.75	2.75	9.00	.10	1.00	1.75	5.00
13	Black Pansy.....	2.50	9.00	.10	1.00	1.75	6.00	.07	.50	.90	3.50
13	Bouncing Bet.....	8.50	30.00	.35	3.50	6.00	20.00
2	Break O' Day.....	3.00	10.00	.12	1.20	2.00	6.50	.07	.70	1.25	4.00
13	Broadelbin.....	5.00	18.00	.20	2.00	3.50	12.00
11	Buddy.....	1.00	3.0035	.70	2.2525	.45	1.50
12	Byron L. Smith.....	2.5010	1.00	1.75	6.0025	.45	1.50
12	Canandaigua Red.....	7.00	25.00	.30	3.00	5.00	18.00	.20	2.00	3.50	12.00
13	Capt. Boynton.....	4.50
13	Capt. Jinks.....	2.50	8.00	.10	1.00	1.75	6.00	.07	.50	.90	3.50
11	Carmine Kid.....	1.00	3.0035	.70	2.5025	.50	1.50
12	Chameleon.....	2.50	8.00	.10	1.00	1.75	6.00	.07	.50	.90	3.50
4	Chas. Curtis.....	7.00	70.00	5.00	50.00
11	Chicadee.....	.80	2.5030	.55	1.9020	.35	1.25
13	Chieftain.....	4.50	15.00	.20	2.00	3.50	13.00	.15	1.50	3.00	9.00
4	Chinoline.....	35.00
4	Cleopatra.....	20.00	75.00	.75	7.50	14.00	52.00	.50	5.00	10.00	38.00
8	Coralee.....	8.50	30.00	.35	3.5025	2.50	4.50
4	Creator.....	35.00	1.50	15.00	25.00	90.00	1.00	10.00	18.00	70.00
11	Crimson Glow.....	1.50	5.00	.07	.65	1.00	3.00
4	Crown of Gold.....
13	Dardenella.....	5.00	18.00	.20	2.00	3.50	12.00	.15	1.50	2.50	9.00
8	Debutante.....	8.50	30.00	.35	3.50	6.00	20.00	.25	2.50	4.50	15.00
8	Du Ganne Delight.....	4.50	15.00	.20	1.75	3.00	11.00
11	Early Lassie.....	1.50	5.00	.07	.60	1.00	3.00	.05	.40	.70	2.00
11	Early One.....	.80	2.5025	.40	1.40
4	Easter Lily.....	28.00	1.00	10.00	18.00	65.00	.75	7.50	13.00	45.00
11	Elaine.....	1.50	5.00	.07	.60	1.00	3.00	.05	.40	.70	2.00
11	Elfin.....	.80	2.5025	.40	1.40
12	Elizabeth Tabor.....	2.50	9.00	.10	1.00	2.00	7.00
12	Etendard.....	2.50
11	Evelyn Kirtland.....	1.75	6.00	.07	.70	1.30	4.00
12	Fastidious.....	2.50	8.00	.10	1.00	1.75	5.50	.07	.60	1.00	3.00
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8	Gladdie Boy.....	5.00	15.00	.20	2.00	3.50	10.00	.12	1.20	2.00	7.00
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5	Glamour.....	20.00	75.00	.75	7.50	14.00	50.00	.50	5.00	8.50	32.00
11	Gloria.....	1.00	3.0030	.60	2.00
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12	Golden Measure.....	2.50	9.00
12	Goldina.....	2.50	9.00	.10	1.00	1.75	6.00	.07	.60	1.00	3.00
8	Grandiflora.....	8.00
8	Gregor Mendel.....
25	Gwyndolin.....	8.5035	3.50	6.00	20.00	.25	2.50	4.50	15.00
12	Gypsy Butterfly.....	2.50	8.00	.10	1.00	1.75	5.50	.07	.60	1.10	3.50
13	Halcyon.....	3.25	11.00	.15	1.40	2.30	7.50	.10	.90	1.60	5.00
11	Halley.....	1.00	3.0040	.75	2.0025	.50	1.50
25	Harvest Moon.....	8.5035	3.5025	2.50	4.50	15.00
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25	Hey Day.....	8.50	30.00
25	Hilda.....	2.50	9.00	.10	1.00	1.75	6.00
25	Hopewell White.....	7.00	25.00	.30	3.00	5.00	16.00	.20	2.00	3.50	12.00
25	Idyll.....	8.50	30.00
12	Jasper.....	2.50	8.00	.10	1.00	1.75	6.00	.07	.60	1.10	3.50
25	Jenny Lind.....	2.5010	1.00	1.75	6.00	.07	.60	1.10	3.50
5	Kaleidoscope.....
25	Katinka.....	8.50	30.00	.35	3.50	6.00	20.00
13	King Midas.....	4.00	13.00	.20	1.75	3.00	10.00	.12	1.10	2.00	6.00
25	Kokomo.....	2.7510	1.00	1.75	6.00	.07	.60	1.00	3.00
13	Lancelot.....	3.50	12.00	.15	1.25	2.25	8.00	.10	1.00	1.75	5.50
25	La Petite.....	8.50	30.00	.35	3.50	6.00	20.00	.25	2.50	4.50	15.00
25	La Rose.....	8.5035	3.50	6.00	20.00	.25	2.50	4.50	15.00
25	Legion Gold.....	.90

Page	Variety	Full Size 1 1/4" to 2"		Half Size 3/4" to 1"		Small Size 1/2" to 3/4"	
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11	Le Marechal Foch	.90	3.00
12	Los Angeles	2.50	7.50	.10	1.00	1.75
11	Lovera	.80	2.5025	.50	1.50
26	Lucette	1.00	3.0030	.55	1.75
25	Lucifer	8.50	30.00	.35	3.50	6.00	20.00
11	Mary Pickford	1.50	4.50	.05	.50	.90	2.50
12	Maud Muller	2.50	8.00	.10	1.00	1.75	6.00
13	Mauve Belle	3.00	10.00	.15	1.50	2.50	7.50
11	Milady	1.50	4.50	.07	.70	1.20	3.50
12	Mt. Marcy	2.50	9.00	.10	1.00	1.75	6.00
11	Mrs. F. King	1.00	3.0035	.70	2.25
11	Mrs. F. Pendleton	1.75	5.00	.07	.70	1.20	3.50
5	Mrs. H. Hoover	10.00	90.00
25	Mrs. Leon Douglas	2.50	9.00
12	Nacomee	2.50	8.00	.10	1.00	1.75	6.00
11	1910 Rose	1.00	3.0035	.65	2.00
13	1925 Rose	3.50	12.00
25	Nobilis	8.5035	3.50	6.00
12	Nokomis10	1.00	1.75	6.00
26	Nomad	8.5035	3.50	6.00
13	Norwalk	3.50	12.00	.15	1.50
26	Odin	2.00	6.00	.07	.70	1.30	4.00
5	Oh! Boy	35.00	1.50	15.00	28.00
12	Olympiad	2.50	9.00	.10	1.00	1.75	6.00
26	Opalescent	1.50	5.00	.07	.60	1.00	3.50
11	Parader	1.75	6.00	.07	.70	1.30	4.00
12	Patricia	2.50	8.00	.10	1.00	1.60	5.00
11	Pelican	1.50	5.00	.07	.60	1.10	4.00
27	Piccadilly	3.25	10.00	.15	1.50	2.25	7.00
26	Pinehurst	1.75	5.50	.07	.70	1.20	3.75
5	Pink Premier	35.00
26	Pink Pride	7.00	25.00
27	Pippin	2.50	8.00	.10	1.00	1.75	5.50
27	Pride of Lancaster	1.75	6.00	.07	.70	1.30	4.00
27	Primulinus Specie	1.75	6.00	.07	.70	1.30	4.00
11	Primunella	1.00	3.0035	.70	2.25
11	Priority	1.50	5.00	.07	.60	1.00	3.00
27	Quaker Maid	1.50	5.00	.07	.60	1.00	3.00
11	Red Jacket	4.5020	1.75	3.00
13	Revue	3.50	12.00	.15	1.50	2.50	8.00
12	Richmond	2.50	9.00	.10	1.00	1.75	6.00
12	Robinhood	2.50	8.00	.10	1.00	1.75	5.50
12	Robusto	2.50	9.00	.10	1.00	1.75	6.00
11	Romance	1.75	5.50	.07	.70	1.20
12	Romantic	2.50	9.00	.10	1.00	1.75	6.00
27	Rosalind	5.0025	2.25	4.00
27	Rose Ash	2.50	9.00
13	Rose of Sharon	7.00
27	Rotary Pink	5.00	18.00	.25	2.25	4.00	13.00
11	Rotary White	4.50
27	Rubella	1.75	5.50	.07	.70	1.25	3.75
27	Rustler	14.0060	5.50	10.00
12	Salome	2.5010	1.00	1.75	6.00
27	Serrata	7.00	25.00	.30	3.00	5.00	18.00
12	Silvertone	2.25	8.00	.10	1.00	1.75	5.50
27	Snow Dream	8.50	30.00	.35	3.50	6.00	20.00
12	Sonata	2.50	8.00	.10	1.00	1.75	5.50
6	Sonny Boy	20.0075	7.50	14.00
28	Spectrum	7.00	25.00
5	Spider	75.00	3.00	30.00	50.00
12	Starlight	2.50	9.00
28	Summer Dream	14.00	50.00	.60	6.00
6	Superior	20.0075	7.50	14.00
28	Superior	14.00	50.00	.60	6.00	10.00	36.00
13	Sylvan Queen	3.50	12.00	.15	1.50	2.50	9.00
12	Taj Mahal	2.50	8.00	.10	1.00	1.75	5.50
11	Theda	1.00	3.0035	.70	2.25
13	Tommy Atkins	5.00	18.00	.25	2.25	4.00	14.00
13	Triumpho	5.00	18.00	.25	2.25	4.00	14.00
11	Trojana	1.75	5.50	.07	.70	1.20	3.75
28	Trooper	3.50
29	Vanity	1.75	6.00	.07	.70	1.30	4.00
28	Victor	8.50
28	Vinacea	4.50	15.00	.20	1.75	3.00	11.00
13	Von Sion	1.75	6.00	.07	.70	1.30	4.00
13	Warrior	4.50	15.00	.20	1.75	3.00	11.00
6	White Orchid	45.00
28	White Premier	14.0060	6.00	10.00	36.00
28	White Wonder	1.75	6.00	.07	.70	1.30	4.00
13	Wilsonia Gem	3.50	12.00
11	Zealot	1.75	6.00	.07	.70	1.30	4.00
15	Glorious Mixed	1.00	3.0075	2.00
15	Primulinus Mixed	1.00	3.0065	1.75

PLANT A PLENTY



Bill's Bulb Protection in a Modern Frost-Proof Concrete Store House

The above illustration will give you some conception of our storage facilities and working force. Much of the vitality in Gladiolus bulbs is sometimes lost through improper curing and storing.

The upper portion of this building is especially designed for thoroughly curing the bulb crop when harvested, through the proper application of heat and correct ventilation.

The basement is built of solid concrete, frost proof, and is maintained at proper humidity to keep the bulbs in plump and vigorous growing condition.



HOW TO PRONOUNCE GLADIOLUS

At the annual convention of the American Gladiolus Society, in 1925, a resolution was adopted putting the society on record as approving the pronunciation Gla-di-o-lus. The accent on the third syllable with o, as in note. The resolution also provided for the adoption of Gladiolus for both the plural and singular forms. The action taken has received the approval of nearly all fans.

"BILL'S ORIGINATIONS" have made an enviable reputation in the "GLAD WORLD" and no garden is considered complete without some of Bill's Glads.

Someone has written:

*"Better Begin Buying Bill's Bulbs
Because Both Bud'n Bloom
Bestow Beauty's Blessing."*



Brother Bulb Buyers

BEFORE BEGINNING THE BUSY BUSINESS OF BUYING BULBS AT BARGAINS, BEWARE OF BEING BOTHERED BY BUYING BLOOMLESS BULBLETS. BETTER BUY THE BIGGEST AND BEST BREEDS OF BULBS FROM BILL'S BULLY BULB BOOK, AND BEHOLD BEWITCHING BOUQUETS OF BRILLIANT BUDS AND BLOSSOMS BEAUTIFUL BEYOND BELIEF. BUY A BATCH OF BILL'S BONNIE BLUE-BLOOD BABIES—

Betty Bunce

Bouncing Bet

Betty Joy

Oh Boy!

AND BOAST "THE BEST FOR BORDER AND BASKET."

—A RAVEN BUGGE.

Cultural Directions

Unpack the Gladiolus bulbs as soon as received and keep in a cool cellar until ready to plant. Any good garden soil will answer, but do not use any fresh manure in the spring. If fertilizer is required apply barnyard manure the previous fall or use bone meal in spring.

WHEN TO PLANT

In Central New York the best time to plant is from May 1st to 15th, when the weather has become settled. If you are farther south, plant earlier. A good plan is to plant when maple trees begin to open their leaves. For later flowers you may plant at various periods up to the 4th of July.

HOW TO PLANT

The general method is to plant in rows anywhere from 1½ feet to 4 feet apart, depending on the method of cultivation to be employed. Dig a trench 5 inches deep and 2 inches wide at the bottom. Place the bulbs on the bottom of the trench, 3 inches to 5 inches apart, and then fill the trench level full with soil. Deep planting and close planting both help the plants to stand erect at blooming time. We never have to tie them to stakes in our fields.

WHERE TO PLANT

They will bloom if planted most anywhere. They will not be at their best if roots from large trees penetrate the ground where they are located. Remember that the roots of trees reach out further than the branches. Neither will they be very happy planted against the house or porch. Out in the garden or in special beds is the place where they will flaunt their beauty to perfection. Plenty of air and sunshine makes them strong and sturdy.

WATER

If you wish you may water them in dry seasons, but water thoroughly. Dig into the soil after you think they are soaked and if the soil is not wet 5 inches give them still more water. Don't sprinkle a little every evening, but give them a thorough soaking and let them alone for a week.

CULTIVATION

Do it after every rain or watering. Keep the surface loose and don't let the weeds live on the moisture which belongs to the Glads.

DIGGING AND STORING

As the maples begin to lose their leaves, lift the bulbs, cut the tops off close to the bulb and expose to sunshine for two or three days. Then store in a cool, dry cellar, 40° is best. In about three weeks you can remove the old bulb and roots with ease. Look your stock

over and order bulbs from "Gladiolus Bill" for next season. Also send him a Christmas bulb order for that friend who admired your flowers.

BLOOMING TIME

Go out in the garden early each morning and see the new ones with the dew on them. The fresh flowers always open early in the morning. The buds never open after noon. If you want them for house decoration cut them in the forenoon when two or more flowers have opened. Put in vases or baskets with fresh cool water. Give fresh water every morning, remove wilted flowers and cut about ½ inch off the stem. Given this care, every bud on the stalk will open in the house. They often last a week or more after they are cut. We hope you will mark the names of varieties when you plant them so that you can call them by name when you see them. Give them a personality and you will enjoy them twice as much. Before you forget it, select those you like best and send in a new order at once. for more of those varieties.

OUR GLAD PATCH

*When Bill's Glads are blooming,
And their beauty greets your eyes;
One has no time to bother
With the beauty of the skies.*

*Here a Fastidious Swiss Maiden
And a Richmond Trooper stand
Near King Midas with his Crown of Gold;
Here a Robinhood so grand.*

*Chieftain is proudly standing
By the side of Betty Joy;
While blushing, graceful Beatrice
Is nodding at our Gladdie Boy.*

*Here a timid Quaker Maid
Stands at Break O' Day,
With Captain Jinks, the Warrior,
Oh! Boy, what a display!*

*As we glance the whole patch over,
Not a bud will miss our gaze;
For Bill's Glads will surely bloom
From July till autumn's haze.*

—Henry D. Ink.

Forty Acres of Gladiolus

You're Invited to Enjoy the Wonderful Sight

Good Roads Lead to Our Farms on U. S. Route 20

Canandaigua is known as the western gateway to the wonderful scenic Finger Lakes district. Coming from the west the first beauty spot is Canandaigua Lake, and in the distance, "Genundewah," the mountain known as the home of the Seneca Indians.

Only a mile east of the lake view you run into the **Forty Acre** eye opener of Bill's Blooming Beauties. That feathered human tribe must have marched plum across our farm every time they smeared the war paint. Hardly a day passes in summer time that some worker does not find an arrow head. **Now! Don't Drive By!** The old latch string is right down by the roadside in the hands of two mighty nice young ladies. You will be glad to talk to them and let them tell you about the varieties on display. If you want me, I'll "come a runnin'."

Of course you stopped at Niagara Falls as you came from the West, but, friends, although Niagara is big, you want to see Watkins Glen for scenery. (Watkins on southeast corner of map on this page.) From Watkins, next point is Ithaca, the home of Cornell University. At the Cornell Rose Gardens you will find an extensive planting of Gladiolus under the direction of Mr. Pridham.

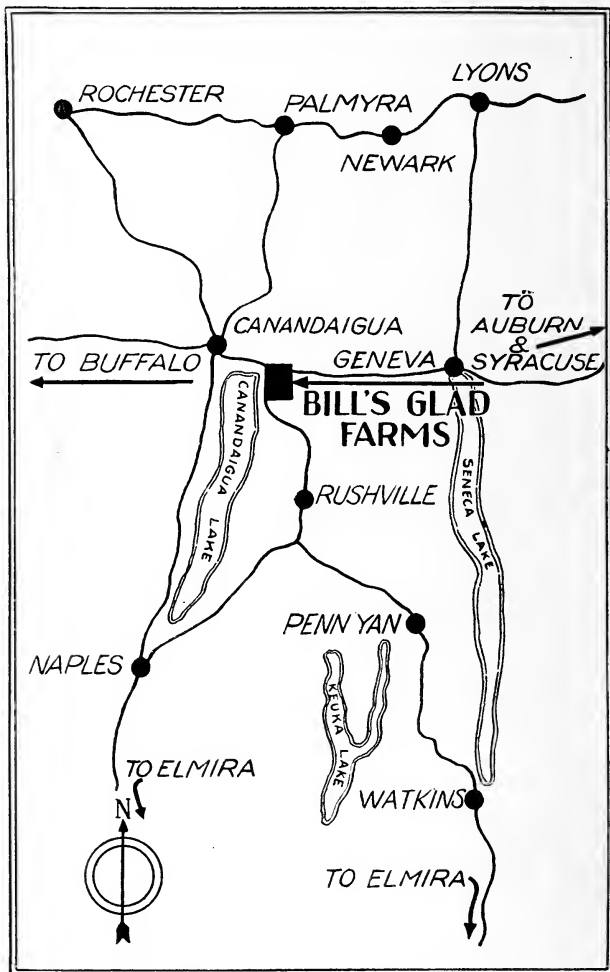
Near Ithaca are two State Park Reservations, and Taughannock Falls, the highest waterfall east of the Rocky Mountains. From Ithaca to Cortland and Syracuse takes you through a prosperous agricultural section to the main New York to Buffalo highway.

Plan your summer vacation to include Bill's Glad Farms, and if by chance you are traveling west instead of east, turn this upside down and read backwards, and you will find us "Alle samme."

Yours,

GLAD BILL.

"Visitors Welcome"



2 Miles from Canandaigua
14 Miles from Geneva